re-run table by Market

TABLE 1

PHILLIP MORRIS CIGARETTE POP CHECK

	ALL STORES			URBAN			SUBURBAN			RURAL		
	TOTAL	W/Gas	W/Gas	Total	W/Gas	W/Gas	Total	W/Gas	W/Gas	Total	W/Gas	W/Gas
BASE-TOTAL	279	86	193	120	43	77	101	24	77	58	19	39
MARKET												
BOSTON	21.5	43.0	11.9	22.5	44.2	10.4	17.8	37.5	11.7	25.9	47.4	15.4
COLUMBUS	21.5	17.4	23.3	22.5	9.3	29.9	21.8	29.2	19.5	19.0	21.1	17.9
SAN ANTONIO	16.1	1.2	22.8	15.8	2.3	23.4	20.8	-	27.3	8.6	-	12.8
SEATTLE	19.4	24.4	17.1	30.0	34.9	27.3	16.8	20.8	15.6	1.7	5.3	-
TAMPA	21.5	14.0	24.9	9.2	9.3	9.1	22.8	12.5	26.0	44.8	26.3	53.8
AREA TYPE												
URBAN	43.0	50.0	39.9	100.0	100.0	100.0	-	-	-	-	-	-
SUBURBAN	36.2	27.9	39.9	-	-	-	100.0	100.0	100.0	-	-	-
RURAL	20.8	22.1	20.2	-	-	-	-	-	-	100.0	100.0	100.0
STORE TYPE												
CONVENIENCE (W/GAS)	30.8	100.0	-	35.8	100.0	-	23.8	100.0	-	32.8	100.0	-
CONVENIENCE W/GAS	69.2	-	100.0	64.2	-	100.0	76.2	-	100.0	67.2	-	100.0
CIGARETTE CARTONS												
SELF SERVE	6.8	2.3	8.8	6.7	2.3	9.1	2.0	-	2.6	15.5	5.3	20.5
NON-SELF SERVE	63.8	77.9	57.5	65.8	76.7	59.7	61.4	83.3	54.5	63.8	73.7	59.0
BOTH	10.0	11.6	9.3	6.7	4.7	7.8	13.9	16.7	13.0	10.3	21.1	5.1
NONE	19.4	8.1	24.4	20.8	16.3	23.4	22.8	-	29.9	10.3	-	15.4
CIGARETTE PACKS												
SELF SERVE ONLY	2.9	2.3	3.1	4.2	2.3	5.2	2.0	4.2	1.3	1.7	-	2.6
NON-SELF SERVE ONLY	26.2	34.9	22.3	31.7	51.2	20.8	30.7	25.0	32.5	6.9	10.5	5.1
BOTH	71.0	62.8	74.6	64.2	46.5	74.0	67.3	70.8	66.2	91.4	89.5	92.3
OUTSIDE POP ANY												
YES	57.7	53.5	59.6	56.7	60.5	54.5	55.4	45.8	58.4	63.8	47.4	71.8
NO	42.3	46.5	40.4	43.3	39.5	45.5	44.6	54.2	41.6	36.2	52.6	28.2
BASE-YES OUTSIDE POP	161	46	115	68	26	42	56	11	45	37	9	28
OUTSIDE POP TYPE												
LIGHTED/NEON	10.6	8.7	11.3	11.8	7.7	14.3	7.1	-	8.9	13.5	22.2	10.7
UNLIGHTED	82.6	82.6	82.6	83.8	88.5	81.0	89.3	90.9	88.9	70.3	55.6	75.0
BOTH	6.8	8.7	6.1	4.4	3.8	4.8	3.6	9.1	2.2	16.2	22.2	14.3
OUTSIDE POP CIGARETTE ANY												
YES	74.5	78.3	73.0	69.1	73.1	66.7	73.2	72.7	73.3	86.5	100.0	82.1
NO	25.5	21.7	27.0	30.9	26.9	33.3	26.8	27.3	26.7	13.5	-	17.9
BASE-YES OUTSIDE CIGARETTE POP	120	36	84	47	19	28	41	8	33	32	9	23
OUTSIDE POP CIGARETTE TYPE												
LIGHTED/NEON	.8	2.8	-	-	-	-	2.4	12.5	-	-	-	-
UNLIGHTED	93.3	86.1	96.4	93.6	89.5	96.4	95.1	87.5	97.0	90.6	77.8	95.7
BOTH	5.8	11.1	3.6	6.4	10.5	3.6	2.4	-	3.0	9.4	22.2	4.3

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TABLE 2

PHILLIP MORRIS CIGARETTE POP CHECK

	ALL STORES			URBAN			SUBURBAN			RURAL		
	TOTAL	N/Gas	W/Gas	Total	N/Gas	W/Gas	Total	N/Gas	W/Gas	Total	N/Gas	W/Gas
BASE-OUTSIDE CIGARETTE POP LIGHTED/NEON	8	5	3	3	2	1	2	1	1	3	2	1
LIGHTED/NEON BRAND PRESENCE ANY												
BASIC	-	-	-	-	-	-	-	-	-	-	-	-
BENSON & HEDGES	-	-	-	-	-	-	-	-	-	-	-	-
CAMEL	37.5	40.0	33.3	33.3	50.0	-	50.0	-	100.0	33.3	50.0	-
DORAL	12.5	-	33.3	-	-	-	50.0	-	100.0	-	-	-
GPC	-	-	-	-	-	-	-	-	-	-	-	-
KOOL	-	-	-	-	-	-	-	-	-	-	-	-
MARLBORO	87.5	80.0	100.0	66.7	50.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
MERIT	-	-	-	-	-	-	-	-	-	-	-	-
NEWPORT	-	-	-	-	-	-	-	-	-	-	-	-
PARLIAMENT	-	-	-	-	-	-	-	-	-	-	-	-
SALEM	-	-	-	-	-	-	-	-	-	-	-	-
VIRGINIA SLIMS	-	-	-	-	-	-	-	-	-	-	-	-
WINSTON	-	-	-	-	-	-	-	-	-	-	-	-
ANY PREMIUM BRAND COMBO	-	-	-	-	-	-	-	-	-	-	-	-
OTHER	-	-	-	-	-	-	-	-	-	-	-	-
NONE	-	-	-	-	-	-	-	-	-	-	-	-
LIGHTED/NEON BRAND MOST PROMINENT												
BASIC	-	-	-	-	-	-	-	-	-	-	-	-
BENSON & HEDGES	-	-	-	-	-	-	-	-	-	-	-	-
CAMEL	37.5	40.0	33.3	33.3	50.0	-	50.0	-	100.0	33.3	50.0	-
DORAL	-	-	-	-	-	-	-	-	-	-	-	-
GPC	-	-	-	-	-	-	-	-	-	-	-	-
KOOL	-	-	-	-	-	-	-	-	-	-	-	-
MARLBORO	62.5	60.0	66.7	66.7	50.0	100.0	50.0	100.0	-	66.7	50.0	100.0
MERIT	-	-	-	-	-	-	-	-	-	-	-	-
NEWPORT	-	-	-	-	-	-	-	-	-	-	-	-
PARLIAMENT	-	-	-	-	-	-	-	-	-	-	-	-
SALEM	-	-	-	-	-	-	-	-	-	-	-	-
VIRGINIA SLIMS	-	-	-	-	-	-	-	-	-	-	-	-
WINSTON	-	-	-	-	-	-	-	-	-	-	-	-
ANY PREMIUM BRAND COMBO	-	-	-	-	-	-	-	-	-	-	-	-
OTHER	-	-	-	-	-	-	-	-	-	-	-	-
NONE	-	-	-	-	-	-	-	-	-	-	-	-
LIGHTED/NEON BRAND - AVERAGE # of items?												
BASIC	-	-	-	-	-	-	-	-	-	-	-	-
BENSON & HEDGES	-	-	-	-	-	-	-	-	-	-	-	-
CAMEL	1.33	1.50	1.00	2.00	2.00	-	1.00	-	1.00	1.00	1.00	-
DORAL	1.00	-	1.00	-	-	-	1.00	-	1.00	-	-	-
GPC	-	-	-	-	-	-	-	-	-	-	-	-
KOOL	-	-	-	-	-	-	-	-	-	-	-	-
MARLBORO	1.43	1.25	1.67	1.00	1.00	1.00	1.00	1.00	1.00	2.00	1.50	3.00
MERIT	-	-	-	-	-	-	-	-	-	-	-	-
NEWPORT	-	-	-	-	-	-	-	-	-	-	-	-
PARLIAMENT	-	-	-	-	-	-	-	-	-	-	-	-
SALEM	-	-	-	-	-	-	-	-	-	-	-	-
VIRGINIA SLIMS	-	-	-	-	-	-	-	-	-	-	-	-
WINSTON	-	-	-	-	-	-	-	-	-	-	-	-
ANY PREMIUM BRAND COMBO	-	-	-	-	-	-	-	-	-	-	-	-
OTHER	-	-	-	-	-	-	-	-	-	-	-	-

Share of outside Pop

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TABLE 3

PHILLIP MORRIS CIGARETTE POP CHECK

	ALL STORES			URBAN			SUBURBAN			RURAL		
	TOTAL	W/Gas	W/Gas	Total	W/Gas	W/Gas	Total	W/Gas	W/Gas	Total	W/Gas	W/Gas
BASE-OUTSIDE CIGARETTE POP UNLIGHTED	119	35	84	47	19	28	40	7	33	32	9	23
UNLIGHTED BRAND PRESENCE ANY												
BASIC	14.3	14.3	14.3	10.6	10.5	10.7	17.5	14.3	18.2	15.6	22.2	13.0
BENSON & HEDGES	2.5	5.7	1.2	4.3	10.5	-	-	-	-	3.1	-	4.3
CAMEL	21.0	31.4	16.7	27.7	42.1	17.9	12.5	-	15.2	21.9	33.3	17.4
DORAL	26.9	28.6	26.2	29.8	21.1	35.7	22.5	28.6	21.2	28.1	44.4	21.7
GPC	37.0	48.6	32.1	40.4	47.4	35.7	22.5	28.6	21.2	50.0	66.7	43.5
KOOL	17.6	31.4	11.9	29.8	36.8	25.0	7.5	-	3.0	12.5	22.2	8.7
MARLBORO	58.0	62.9	56.0	57.4	63.2	53.6	57.5	71.4	54.5	59.4	55.6	60.9
MERIT	1.7	2.9	1.2	2.1	-	3.6	-	-	-	3.1	11.1	-
NEWPORT	4.2	8.6	2.4	4.3	10.5	-	2.5	-	3.0	6.3	11.1	4.3
PARLIAMENT	-	-	-	-	-	-	-	-	-	-	-	-
SALEM	5.0	8.6	3.6	2.1	5.3	-	7.5	14.3	6.1	6.3	11.1	4.3
VIRGINIA SLIMS	-	-	-	-	-	-	-	-	-	-	-	-
WINSTON	28.6	28.6	28.6	29.8	31.6	28.6	25.0	14.3	27.3	31.3	33.3	30.4
ANY PREMIUM BRAND COMBO	-	-	-	-	-	-	-	-	-	-	-	-
OTHER	10.1	20.0	6.0	12.8	15.8	10.7	5.0	28.6	-	12.5	22.2	8.7
NONE	-	-	-	-	-	-	-	-	-	-	-	-
UNLIGHTED BRAND MOST PROMINENT												
BASIC	1.7	-	2.4	-	-	-	5.0	-	6.1	-	-	-
BENSON & HEDGES	-	-	-	-	-	-	-	-	-	-	-	-
CAMEL	6.7	11.4	4.8	8.5	15.8	3.6	5.0	-	6.1	6.3	11.1	4.3
DORAL	8.4	-	11.9	8.5	-	14.3	12.5	-	15.2	3.1	-	4.3
GPC	18.5	17.1	19.0	14.9	10.5	17.9	12.5	14.3	12.1	31.3	33.3	30.4
KOOL	6.7	14.3	3.6	10.6	21.1	3.6	-	-	-	9.4	11.1	8.7
MARLBORO	42.0	40.0	42.9	40.4	36.8	42.9	50.0	71.4	45.5	34.4	22.2	39.1
MERIT	.8	-	1.2	2.1	-	3.6	-	-	-	-	-	-
NEWPORT	.8	-	1.2	-	-	-	2.5	-	3.0	-	-	-
PARLIAMENT	-	-	-	-	-	-	-	-	-	-	-	-
SALEM	-	-	-	-	-	-	-	-	-	-	-	-
VIRGINIA SLIMS	-	-	-	-	-	-	-	-	-	-	-	-
WINSTON	10.9	8.6	11.9	10.6	10.5	10.7	10.0	-	12.1	12.5	11.1	13.0
ANY PREMIUM BRAND COMBO	-	-	-	-	-	-	-	-	-	-	-	-
OTHER	3.4	8.6	1.2	4.3	5.3	3.6	2.5	14.3	-	3.1	11.1	-
NONE	-	-	-	-	-	-	-	-	-	-	-	-
UNLIGHTED BRAND - AVERAGE												
BASIC	1.00	1.00	1.00	1.00	1.00	1.00	.86	1.00	.83	1.20	1.00	1.33
BENSON & HEDGES	1.00	1.00	1.00	1.00	1.00	-	-	-	-	1.00	-	1.00
CAMEL	1.04	1.00	1.07	1.08	1.00	1.20	1.00	-	1.00	1.00	1.00	1.00
DORAL	1.28	1.60	1.14	1.21	1.75	1.00	1.11	1.50	1.00	1.56	1.50	1.60
GPC	1.25	1.29	1.22	1.21	1.11	1.30	1.22	2.00	1.00	1.31	1.33	1.30
KOOL	1.38	1.64	1.19	1.36	1.57	1.14	1.33	1.50	1.00	1.50	2.00	1.00
MARLBORO	1.57	1.77	1.47	1.96	2.17	1.80	1.48	1.60	1.44	1.11	1.00	1.14
MERIT	1.00	1.00	1.00	1.00	-	1.00	-	-	-	1.00	1.00	-
NEWPORT	1.00	1.00	1.00	1.00	1.00	-	1.00	-	1.00	1.00	1.00	1.00
PARLIAMENT	-	-	-	-	-	-	-	-	-	-	-	-
SALEM	.67	.67	.67	0.00	0.00	-	1.00	1.00	1.00	.50	1.00	0.00
VIRGINIA SLIMS	-	-	-	-	-	-	-	-	-	-	-	-
WINSTON	1.09	.90	1.17	1.00	.83	1.15	1.40	1.00	1.44	.90	1.00	.86
ANY PREMIUM BRAND COMBO	-	-	-	-	-	-	-	-	-	-	-	-
OTHER	1.92	2.00	1.80	1.50	2.00	1.00	1.50	1.50	-	2.75	2.50	3.00

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TABLE 4

PHILLIP MORRIS CIGARETTE POP CHECK

	ALL STORES			URBAN			SUBURBAN			RURAL		
	TOTAL	N/Gas	W/Gas	Total	N/Gas	W/Gas	Total	N/Gas	W/Gas	Total	N/Gas	W/Gas
BASE-TOTAL W/OUTSIDE POP	120	36	84	47	19	28	41	8	33	32	9	23
PERMANENT POP PRESENCE ANY												
BASIC	6.7	8.3	6.0	2.1	5.3	-	9.8	12.5	9.1	9.4	11.1	8.7
BENSON & HEDGES	2.5	5.6	1.2	2.1	5.3	-	-	-	-	6.3	11.1	4.3
CAMEL	12.5	16.7	10.7	17.0	26.3	10.7	4.9	-	6.1	15.6	11.1	17.4
DORAL	14.2	19.4	11.9	8.5	10.5	7.1	17.1	25.0	15.2	18.8	33.3	13.0
GPC	28.3	38.9	23.8	29.8	42.1	21.4	17.1	25.0	15.2	40.6	44.4	39.1
KOOL	12.5	19.4	9.5	23.4	31.6	17.9	7.3	12.5	6.1	3.1	-	4.3
MARLBORO	46.7	58.3	41.7	40.4	57.9	28.6	53.7	75.0	48.5	46.9	44.4	47.8
MERIT	-	-	-	-	-	-	-	-	-	-	-	-
NEWPORT	5.0	13.9	1.2	8.5	21.1	-	-	-	-	6.3	11.1	4.3
PARLIAMENT	-	-	-	-	-	-	-	-	-	-	-	-
SALEM	3.3	2.8	3.6	-	-	-	7.3	12.5	6.1	3.1	-	4.3
VIRGINIA SLIMS	-	-	-	-	-	-	-	-	-	-	-	-
WINSTON	18.3	13.9	20.2	17.0	21.1	14.3	19.5	-	24.2	18.8	11.1	21.7
ANY PREMIUM BRAND COMBO	-	-	-	-	-	-	-	-	-	-	-	-
OTHER	5.8	11.1	3.6	6.4	15.8	-	-	-	-	12.5	11.1	13.0
NONE	20.0	19.4	20.2	29.8	21.1	35.7	14.6	12.5	15.2	12.5	22.2	8.7
PERMANENT POP - AVERAGE												
BASIC	1.13	1.00	1.20	1.00	1.00	-	1.00	1.00	1.00	1.33	1.00	1.50
BENSON & HEDGES	1.00	1.00	1.00	1.00	1.00	-	-	-	-	1.00	1.00	1.00
CAMEL	1.60	1.50	1.67	1.50	1.60	1.33	1.00	-	1.00	2.00	1.00	2.25
DORAL	1.24	1.14	1.30	1.25	1.50	1.00	1.00	1.00	1.00	1.50	1.00	2.00
GPC	1.24	1.21	1.25	1.29	1.25	1.33	1.14	1.50	1.00	1.23	1.00	1.33
KOOL	1.27	1.57	1.00	1.36	1.67	1.00	1.00	1.00	1.00	1.00	-	1.00
MARLBORO	1.68	1.86	1.57	2.16	2.18	2.13	1.90	1.50	1.50	1.33	1.50	1.27
MERIT	-	-	-	-	-	-	-	-	-	-	-	-
NEWPORT	1.00	1.00	1.00	1.00	1.00	-	-	-	-	1.00	1.00	1.00
PARLIAMENT	-	-	-	-	-	-	-	-	-	-	-	-
SALEM	2.00	1.00	2.33	-	-	-	1.00	1.00	1.00	5.00	-	5.00
VIRGINIA SLIMS	-	-	-	-	-	-	-	-	-	-	-	-
WINSTON	1.32	1.00	1.41	1.00	1.00	1.00	1.38	-	1.38	1.67	1.00	1.80
ANY PREMIUM BRAND COMBO	-	-	-	-	-	-	-	-	-	-	-	-
OTHER	2.57	2.50	2.67	2.00	2.00	-	-	-	-	3.00	4.00	2.67
TEMPORARY POP PRESENCE ANY												
BASIC	6.7	2.8	8.3	6.4	-	10.7	7.3	-	9.1	6.3	11.1	4.3
BENSON & HEDGES	-	-	-	-	-	-	-	-	-	-	-	-
CAMEL	10.0	13.9	8.3	14.9	15.8	14.3	7.3	-	9.1	6.3	22.2	-
DORAL	14.2	11.1	15.5	21.3	10.5	28.6	9.8	12.5	9.1	9.4	11.1	8.7
GPC	10.8	13.9	9.5	14.9	15.8	14.3	9.8	12.5	9.1	6.3	11.1	4.3
KOOL	5.8	13.9	2.4	8.5	10.5	7.1	2.4	12.5	-	6.3	22.2	-
MARLBORO	18.3	13.9	20.2	25.5	21.1	28.6	12.2	-	15.2	15.6	11.1	17.4
MERIT	1.7	2.8	1.2	2.1	-	3.6	-	-	-	3.1	11.1	-
NEWPORT	-	-	-	-	-	-	-	-	-	-	-	-
PARLIAMENT	-	-	-	-	-	-	-	-	-	-	-	-
SALEM	1.7	5.6	-	2.1	5.3	-	-	-	-	3.1	11.1	-
VIRGINIA SLIMS	-	-	-	-	-	-	-	-	-	-	-	-
WINSTON	11.7	13.9	10.7	14.9	15.8	14.3	9.8	12.5	9.1	9.4	11.1	8.7
ANY PREMIUM BRAND COMBO	-	-	-	-	-	-	-	-	-	-	-	-
OTHER	4.2	5.6	3.6	4.3	-	7.1	4.9	25.0	-	3.1	-	4.3
NONE	64.2	61.1	65.5	57.4	63.2	53.6	68.3	62.5	69.7	68.8	55.6	73.9
TEMPORARY POP - AVERAGE												
BASIC	1.00	1.00	1.00	1.00	-	1.00	1.00	-	1.00	1.00	1.00	1.00
BENSON & HEDGES	-	-	-	-	-	-	-	-	-	-	-	-
CAMEL	1.25	1.40	1.14	1.00	1.00	1.00	1.33	-	1.33	2.00	2.00	-
DORAL	1.24	2.00	1.00	1.10	1.50	1.00	1.00	1.00	1.00	2.00	4.00	1.00
GPC	1.23	1.40	1.13	1.14	1.00	1.25	1.00	1.00	1.00	2.00	3.00	1.00
KOOL	1.86	2.00	1.50	1.75	2.00	1.50	2.00	2.00	-	2.00	2.00	-
MARLBORO	1.23	1.40	1.18	1.25	1.25	1.25	1.00	-	1.00	1.40	2.00	1.25
MERIT	1.00	1.00	1.00	1.00	-	1.00	-	-	-	1.00	1.00	-
NEWPORT	-	-	-	-	-	-	-	-	-	-	-	-
PARLIAMENT	-	-	-	-	-	-	-	-	-	-	-	-
SALEM	1.00	1.00	-	1.00	1.00	-	-	-	-	1.00	1.00	-
VIRGINIA SLIMS	-	-	-	-	-	-	-	-	-	-	-	-
WINSTON	1.07	1.00	1.11	1.14	1.00	1.25	1.00	1.00	1.00	1.00	1.00	1.00
ANY PREMIUM BRAND COMBO	-	-	-	-	-	-	-	-	-	-	-	-
OTHER	1.20	1.50	1.00	1.00	-	1.00	1.50	1.50	-	1.00	-	1.00

SPAR/Burgoyne Retail Services, Inc.

2071838880

Source: https://www.industrydocuments.ucsf.edu/docs/lzjn0004

TABLE 5

PHILLIP MORRIS CIGARETTE POP CHECK

	ALL STORES			URBAN			SUBURBAN			RURAL		
	TOTAL	W/Gas	W/Gas	Total	W/Gas	W/Gas	Total	W/Gas	W/Gas	Total	W/Gas	W/Gas
BASE-TOTAL	279	86	193	120	43	77	101	24	77	58	19	39
WINDOW/DOOR POP ANY												
YES	85.3	89.5	83.4	84.2	90.7	80.5	87.1	87.5	87.0	84.5	89.5	82.1
NO	14.7	10.5	16.6	15.8	9.3	19.5	12.9	12.5	13.0	15.5	10.5	17.9
BASE-YES WINDOW/DOOR POP	238	77	161	101	39	62	88	21	67	49	17	32
TYPE OF WINDOW/DOOR POP												
LIGHTED/NEON	6.7	11.7	4.3	8.9	15.4	4.8	4.5	4.8	4.5	6.1	11.8	3.1
UNLIGHTED	61.3	44.2	69.6	59.4	35.9	74.2	67.0	47.6	73.1	55.1	58.8	53.1
BOTH	31.9	44.2	26.1	31.7	48.7	21.0	28.4	47.6	22.4	38.8	29.4	43.8
CIGARETTE WINDOW/DOOR POP												
YES	69.7	72.7	68.3	75.2	76.9	74.2	62.5	66.7	61.2	71.4	70.6	71.9
NO	30.3	27.3	31.7	24.8	23.1	25.8	37.5	33.3	38.8	28.6	29.4	28.1
BASE-YES CIGARETTE WINDOW/DOOR POP	166	56	110	76	30	46	55	14	41	35	12	23
TYPE OF CIGRAETTE WINDOW/DOOR POP												
LIGHTED/NEON	6.0	8.9	4.5	9.2	10.0	8.7	1.8	-	2.4	5.7	16.7	-
UNLIGHTED	72.3	67.9	74.5	77.6	73.3	80.4	74.5	57.1	80.5	57.1	66.7	52.2
BOTH	21.7	23.2	20.9	13.2	16.7	10.9	23.6	42.9	17.1	37.1	16.7	47.8

SPAR/Burgoyne Retail Services, Inc.

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Source: https://www.industrydocuments.ucsf.edu/docs/lzjn0004

TABLE 6

PHILLIP MORRIS CIGARETTE POP CHECK

	ALL STORES			URBAN			SUBURBAN			RURAL		
	TOTAL	N/Gas	W/Gas	Total	N/Gas	W/Gas	Total	N/Gas	W/Gas	Total	N/Gas	W/Gas
BASE-CIGARETTE LIGHTED/NEON WINDOW/DOOR POP	46	18	28	17	8	9	14	6	8	15	4	11
LIGHTED/NEON WINDOW/DOOR POP MOST PROMINENT												
BASIC	-	-	-	-	-	-	-	-	-	-	-	-
BENSON & HEDGES	-	-	-	-	-	-	-	-	-	-	-	-
CAMEL	23.9	38.9	14.3	35.3	50.0	22.2	14.3	33.3	-	20.0	25.0	18.2
DORAL	-	-	-	-	-	-	-	-	-	-	-	-
GPC	4.3	-	7.1	5.9	-	11.1	-	-	-	6.7	-	9.1
KOOL	8.7	5.6	10.7	5.9	12.5	-	7.1	-	12.5	13.3	-	18.2
MARLBORO	54.3	44.4	60.7	47.1	37.5	55.6	71.4	50.0	87.5	46.7	50.0	45.5
MERIT	-	-	-	-	-	-	-	-	-	-	-	-
NEWPORT	2.2	-	3.6	5.9	-	11.1	-	-	-	-	-	-
PARLIAMENT	-	-	-	-	-	-	-	-	-	-	-	-
SALEM	-	-	-	-	-	-	-	-	-	-	-	-
VIRGINIA SLIMS	-	-	-	-	-	-	-	-	-	-	-	-
WINSTON	6.5	11.1	3.6	-	-	-	7.1	16.7	-	13.3	25.0	9.1
ANY PREMIUM BRAND COMBO	-	-	-	-	-	-	-	-	-	-	-	-
OTHER	-	-	-	-	-	-	-	-	-	-	-	-
NONE	-	-	-	-	-	-	-	-	-	-	-	-
BASE-CIGARETTE UNLIGHTED WINDOW/DOOR POP	156	51	105	69	27	42	54	14	40	33	10	23
UNLIGHTED WINDOW/DOOR POP MOST PROMINENT												
BASIC	1.9	2.0	1.9	1.4	-	2.4	1.9	-	2.5	3.0	10.0	-
BENSON & HEDGES	-	-	-	-	-	-	-	-	-	-	-	-
CAMEL	10.9	13.7	9.5	10.1	3.7	14.3	9.3	21.4	5.0	15.2	30.0	8.7
DORAL	7.1	2.0	9.5	4.3	-	7.1	13.0	7.1	15.0	3.0	-	4.3
GPC	1.9	-	2.9	1.4	-	2.4	-	-	-	6.1	-	8.7
KOOL	6.4	9.8	4.8	7.2	11.1	4.8	1.9	-	2.5	12.1	20.0	8.7
MARLBORO	53.2	56.9	51.4	55.1	63.0	50.0	55.6	64.3	52.5	45.5	30.0	52.2
MERIT	-	-	-	-	-	-	-	-	-	-	-	-
NEWPORT	2.6	3.9	1.9	1.4	3.7	-	3.7	-	5.0	3.0	10.0	-
PARLIAMENT	-	-	-	-	-	-	-	-	-	-	-	-
SALEM	-	-	-	-	-	-	-	-	-	-	-	-
VIRGINIA SLIMS	-	-	-	-	-	-	-	-	-	-	-	-
WINSTON	9.4	3.9	12.4	11.6	3.7	16.7	9.3	7.1	10.0	6.1	-	8.7
ANY PREMIUM BRAND COMBO	-	-	-	-	-	-	-	-	-	-	-	-
OTHER	5.8	7.8	4.8	5.8	14.8	-	5.6	-	7.5	6.1	-	8.7
NONE	-	-	-	-	-	-	-	-	-	-	-	-
BASE-CIGARETTE ANY WINDOW/DOOR POP	166	56	110	76	30	46	55	14	41	35	12	23
OVERALL WINDOW/DOOR POP MOST PROMINENT												
BASIC	1.2	-	1.8	1.3	-	2.2	1.8	-	2.4	-	-	-
BENSON & HEDGES	-	-	-	-	-	-	-	-	-	-	-	-
CAMEL	12.0	16.1	10.0	10.5	6.7	13.0	10.9	21.4	7.3	17.1	33.3	8.7
DORAL	4.2	-	6.4	1.3	-	2.2	9.1	-	12.2	2.9	-	4.3
GPC	1.8	-	2.7	1.3	-	2.2	-	-	-	5.7	-	8.7
KOOL	4.8	5.4	4.5	3.9	3.3	4.3	1.8	-	2.4	11.4	16.7	8.7
MARLBORO	56.0	57.1	55.5	57.9	60.0	56.5	60.0	64.3	58.5	45.7	41.7	47.8
MERIT	-	-	-	-	-	-	-	-	-	-	-	-
NEWPORT	1.2	3.6	-	1.3	3.3	-	-	-	-	2.9	8.3	-
PARLIAMENT	-	-	-	-	-	-	-	-	-	-	-	-
SALEM	-	-	-	-	-	-	-	-	-	-	-	-
VIRGINIA SLIMS	-	-	-	-	-	-	-	-	-	-	-	-
WINSTON	10.2	5.4	12.7	11.8	6.7	15.2	9.1	7.1	9.8	8.6	-	13.0
ANY PREMIUM BRAND COMBO	-	-	-	-	-	-	-	-	-	-	-	-
OTHER	4.2	7.1	2.7	5.3	13.3	-	3.6	-	4.9	2.9	-	4.3
NONE	4.2	5.4	3.6	5.3	6.7	4.3	3.6	7.1	2.4	2.9	-	4.3

SPAR/Burgoyne Retail Services, Inc.

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Source: https://www.industrydocuments.ucsf.edu/docs/lzjn0004

TABLE 7

PHILLIP MORRIS CIGARETTE POP CHECK

	ALL STORES			URBAN			SUBURBAN			RURAL		
	TOTAL	W/Gas	W/Gas	Total	W/Gas	W/Gas	Total	W/Gas	W/Gas	Total	W/Gas	W/Gas
BASE-CIGARETTE WINDOW/DOOR POP	166	56	110	76	30	46	55	14	41	35	12	23
PERMANENT POP PRESENCE ANY												
BASIC	3.6	5.4	2.7	2.6	3.3	2.2	1.8	7.1	-	8.6	8.3	8.7
BENSON & HEDGES	-	-	-	-	-	-	-	-	-	-	-	-
CAMEL	25.3	35.7	20.0	30.3	43.3	21.7	23.6	35.7	19.5	17.1	16.7	17.4
DORAL	9.6	10.7	9.1	9.2	6.7	10.9	9.1	14.3	7.3	11.4	16.7	8.7
GPC	7.8	10.7	6.4	11.8	16.7	8.7	-	-	-	11.4	8.3	13.0
KOOL	14.5	23.2	10.0	14.5	23.3	8.7	12.7	28.6	7.3	17.1	16.7	17.4
MARLBORO	56.0	53.6	57.3	57.9	60.0	56.5	58.2	57.1	58.5	48.6	33.3	56.5
MERIT	.6	1.8	-	1.3	3.3	-	-	-	-	-	-	-
NEWPORT	9.0	14.3	6.4	9.2	16.7	4.3	9.1	14.3	7.3	8.6	8.3	8.7
PARLIAMENT	1.2	1.8	.9	-	-	-	3.6	7.1	2.4	-	-	-
SALEM	-	-	-	-	-	-	-	-	-	-	-	-
VIRGINIA SLIMS	-	-	-	-	-	-	-	-	-	-	-	-
WINSTON	17.5	7.1	22.7	14.5	-	23.9	18.2	21.4	17.1	22.9	8.3	30.4
ANY PREMIUM BRAND COMBO	.6	-	.9	-	-	-	1.8	-	2.4	-	-	-
OTHER	9.6	16.1	6.4	10.5	26.7	-	9.1	-	12.2	8.6	8.3	8.7
NONE	22.3	25.0	20.9	21.1	20.0	21.7	20.0	21.4	19.5	28.6	41.7	21.7
PERMANENT POP - AVERAGE												
BASIC	1.17	1.00	1.33	1.50	1.00	2.00	1.00	1.00	-	1.00	1.00	1.00
BENSON & HEDGES	-	-	-	-	-	-	-	-	-	-	-	-
CAMEL	1.62	1.80	1.45	1.70	1.77	1.60	1.54	2.00	1.25	1.50	1.50	1.50
DORAL	1.06	1.00	1.10	1.00	1.00	1.00	1.20	1.00	1.33	1.00	1.00	1.00
GPC	1.08	1.17	1.00	1.11	1.20	1.00	-	-	-	1.00	1.00	1.00
KOOL	1.60	1.77	1.18	2.00	2.43	1.25	1.00	1.00	1.00	1.17	1.00	1.25
MARLBORO	2.18	2.77	1.90	2.36	3.33	1.69	2.16	2.38	2.08	1.76	1.00	2.00
MERIT	1.00	1.00	-	1.00	1.00	-	-	-	-	-	-	-
NEWPORT	2.67	3.88	1.29	4.57	5.60	2.00	1.00	1.00	1.00	1.00	1.00	1.00
PARLIAMENT	1.00	1.00	1.00	-	-	-	1.00	1.00	1.00	-	-	-
SALEM	-	-	-	-	-	-	-	-	-	-	-	-
VIRGINIA SLIMS	-	-	-	-	-	-	-	-	-	-	-	-
WINSTON	1.62	2.50	1.48	1.55	-	1.55	1.90	3.00	1.43	1.38	1.00	1.43
ANY PREMIUM BRAND COMBO	1.00	-	1.00	-	-	-	1.00	-	1.00	-	-	-
OTHER	1.56	1.89	1.14	2.00	2.00	-	1.20	-	1.20	1.00	1.00	1.00
TEMPORARY POP PRESENCE ANY												
BASIC	3.6	-	5.5	2.6	-	4.3	5.5	-	7.3	2.9	-	4.3
BENSON & HEDGES	-	-	-	-	-	-	-	-	-	-	-	-
CAMEL	9.0	17.9	4.5	7.9	10.0	6.5	9.1	28.6	2.4	11.4	25.0	4.3
DORAL	12.0	16.1	10.0	11.8	16.7	8.7	14.5	28.6	9.8	8.6	-	13.0
GPC	7.2	12.5	4.5	6.6	16.7	-	9.1	14.3	7.3	5.7	-	8.7
KOOL	7.2	5.6	9.1	7.9	3.3	10.9	1.8	-	2.4	14.3	8.3	17.4
MARLBORO	28.3	25.0	30.0	23.7	16.7	28.3	34.5	28.6	36.6	28.6	41.7	21.7
MERIT	1.8	3.6	.9	3.9	6.7	2.2	-	-	-	-	-	-
NEWPORT	3.0	7.1	.9	2.6	6.7	-	3.6	14.3	-	2.9	-	4.3
PARLIAMENT	.6	1.8	-	1.3	3.3	-	-	-	-	-	-	-
SALEM	.6	1.8	-	-	-	-	-	-	-	2.9	8.3	-
VIRGINIA SLIMS	.6	1.8	-	-	-	-	1.8	7.1	-	-	-	-
WINSTON	10.2	10.7	10.0	10.5	10.0	10.9	9.1	21.4	4.9	11.4	-	17.4
ANY PREMIUM BRAND COMBO	-	-	-	-	-	-	-	-	-	-	-	-
OTHER	9.6	21.4	3.6	11.8	30.0	-	9.1	21.4	4.9	5.7	-	8.7
NONE	50.6	48.2	51.8	56.6	53.3	58.7	49.1	42.9	51.2	40.0	41.7	39.1
TEMPORARY POP - AVERAGE												
BASIC	1.33	-	1.33	2.00	-	2.00	1.00	-	1.00	1.00	-	1.00
BENSON & HEDGES	-	-	-	-	-	-	-	-	-	-	-	-
CAMEL	1.40	1.60	1.00	1.00	1.00	1.00	1.80	2.00	1.00	1.50	1.67	1.00
DORAL	1.05	1.00	1.09	1.00	1.00	1.00	1.13	1.00	1.25	1.00	-	1.00
GPC	1.08	1.14	1.00	1.20	1.20	-	1.00	1.00	1.00	1.00	-	1.00
KOOL	1.08	1.50	1.00	1.17	2.00	1.00	1.00	-	1.00	1.00	1.00	1.00
MARLBORO	1.53	1.71	1.45	1.56	2.00	1.38	1.58	1.75	1.53	1.40	1.40	1.40
MERIT	1.33	1.50	1.00	1.33	1.50	1.00	-	-	-	-	-	-
NEWPORT	1.20	1.25	1.00	1.00	1.00	-	1.50	1.50	-	1.00	-	1.00
PARLIAMENT	1.00	1.00	-	1.00	1.00	-	-	-	-	-	-	-
SALEM	1.00	1.00	-	-	-	-	-	-	-	1.00	1.00	-
VIRGINIA SLIMS	1.00	1.00	-	-	-	-	1.00	1.00	-	-	-	-
WINSTON	1.71	2.50	1.27	2.00	3.33	1.20	1.40	1.67	1.00	1.50	-	1.50
ANY PREMIUM BRAND COMBO	-	-	-	-	-	-	-	-	-	-	-	-
OTHER	1.50	1.42	1.75	1.22	1.22	-	2.20	2.00	2.30	1.00	-	1.00

SPAR/Burgoyne Retail Services, Inc.

2071838883

Source: https://www.industrydocuments.ucsf.edu/docs/lzjn0004

TABLE 8

PHILLIP MORRIS CIGARETTE POP CHECK

	ALL STORES			URBAN			SUBURBAN			RURAL		
	TOTAL	N/Gas	W/Gas	Total	N/Gas	W/Gas	Total	N/Gas	W/Gas	Total	N/Gas	W/Gas
BASE-TOTAL	279	86	193	120	43	77	101	24	77	58	19	39
INTERIOR POP - CIGARETTE												
YES	96.8	100.0	95.3	96.7	100.0	96.8	95.0	100.0	93.5	100.0	100.0	100.0
NO	3.2	-	4.7	3.3	-	5.2	5.0	-	6.5	-	-	-
BASE-YES INTERIOR POP	270	86	184	116	43	73	96	24	72	58	19	39
CIGARETTE BRAND INTERIOR POP MOST PROMINENT												
BASIC	3.0	3.5	2.7	3.4	2.3	4.1	4.2	8.3	2.8	-	-	-
BENSON & HEDGES	-	-	-	-	-	-	-	-	-	-	-	-
CAMEL	11.5	15.1	9.8	11.2	18.6	6.8	9.4	8.3	9.7	15.5	15.8	15.4
DORAL	4.4	2.3	5.4	6.9	2.3	9.6	2.1	-	2.8	5.4	5.3	2.6
GPC	5.6	5.8	5.4	6.0	4.7	6.8	5.2	8.3	4.2	5.2	5.3	5.1
KOOL	1.5	-	2.2	2.6	-	4.1	1.0	-	1.4	-	-	-
MARLBORO	54.4	54.7	54.3	53.4	55.8	52.1	53.1	54.2	52.8	58.6	52.6	61.5
MERIT	.4	-	.5	-	-	-	1.0	-	1.4	-	-	-
NEWPORT	1.5	2.3	1.1	.9	-	1.4	2.1	4.2	1.4	1.7	5.3	-
PARLIAMENT	-	-	-	-	-	-	-	-	-	-	-	-
SALEM	.4	1.2	-	.9	2.3	-	-	-	-	-	-	-
VIRGINIA SLIMS	.4	-	.5	.9	-	1.4	-	-	-	-	-	-
WINSTON	14.8	14.0	15.2	11.2	11.6	11.0	18.8	16.7	19.4	15.5	15.8	15.4
ANY PREMIUM BRAND COMBO	1.1	-	1.6	-	-	-	3.1	-	4.2	-	-	-
OTHER	.7	1.2	.5	1.7	2.3	1.4	-	-	-	-	-	-
NONE	.4	-	.5	.9	-	1.4	-	-	-	-	-	-
CIGARETTE SIGN INTERIOR POP MOST PROMINENT												
BASIC	1.5	1.2	1.6	2.6	2.3	2.7	1.0	-	1.4	-	-	-
BENSON & HEDGES	.4	-	.5	-	-	-	-	-	-	1.7	-	2.6
CAMEL	11.5	14.0	10.3	10.3	14.0	8.2	9.4	4.2	11.1	17.2	26.3	12.8
DORAL	4.1	2.3	4.9	6.0	-	9.6	3.1	4.2	2.8	1.7	-	-
GPC	2.6	2.3	2.7	.9	-	1.4	3.1	4.2	2.8	5.2	5.3	5.1
KOOL	1.1	1.2	1.1	.9	2.3	-	1.0	-	1.4	1.7	-	2.6
MARLBORO	60.0	61.6	59.2	60.3	62.8	58.9	60.4	66.7	58.3	58.6	52.6	61.5
MERIT	-	-	-	-	-	-	-	-	-	-	-	-
NEWPORT	1.9	1.2	2.2	1.7	-	2.7	1.0	-	1.4	3.4	5.3	2.6
PARLIAMENT	-	-	-	-	-	-	-	-	-	-	-	-
SALEM	.4	1.2	-	.9	2.3	-	-	-	-	-	-	-
VIRGINIA SLIMS	.4	-	.5	.9	-	1.4	-	-	-	-	-	-
WINSTON	13.0	10.5	14.1	12.1	11.6	12.3	16.7	12.5	18.1	8.6	5.3	10.3
ANY PREMIUM BRAND COMBO	.4	-	.5	-	-	-	1.0	-	1.4	-	-	-
OTHER	2.2	4.7	1.1	2.6	4.7	1.4	2.1	8.3	-	1.7	-	2.6
NONE	.7	-	1.1	.9	-	1.4	1.0	-	1.4	-	-	-

SPAR/Burgoyne Retail Services, Inc.

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Source: https://www.industrydocuments.ucsf.edu/docs/lzjn0004

TABLE 9

PHILLIP MORRIS CIGARETTE POP CHECK

	ALL STORES			URBAN			SUBURBAN			RURAL		
	TOTAL	N/Gas	W/Gas	Total	N/Gas	W/Gas	Total	N/Gas	W/Gas	Total	N/Gas	W/Gas
BASE-CIGARETTE INTERIOR POP	270	86	184	116	43	73	96	24	72	58	19	39
ELECTRIC/ELECTRONIC POP												
YES	35.2	50.0	28.3	30.2	46.5	20.5	31.3	41.7	27.8	51.7	68.4	43.6
NO	64.8	50.0	71.7	69.8	53.5	79.5	68.8	58.3	72.2	48.3	31.6	56.4
BASE-ELECTRIC/ELECTRONIC POP	95	43	52	35	20	15	30	10	20	30	13	17
CLOCK POP PRESENT												
YES	80.0	81.4	78.8	88.6	95.0	80.0	70.0	70.0	70.0	80.0	69.2	88.2
NO	20.0	18.6	21.2	11.4	5.0	20.0	30.0	30.0	30.0	20.0	30.8	11.8
BASE-CLOCK POP PRESENT	76	35	41	31	19	12	21	7	14	24	9	15
CLOCK POP FUNCTIONING												
YES	93.4	91.4	95.1	96.8	94.7	100.0	85.7	71.4	92.9	95.8	100.0	93.3
NO	6.6	8.6	4.9	3.2	5.3	-	14.3	28.6	7.1	4.2	-	6.7
BASE-CLOCK POP NOT FUNCTIONING	5	3	2	1	1	-	3	2	1	1	-	1
CLOCK POP CONDITION												
UNPLUGGED/TURNED OFF	-	-	-	-	-	-	-	-	-	-	-	-
BROKEN	60.0	33.3	100.0	100.0	100.0	-	33.3	-	100.0	100.0	-	100.0
UNABLE TO DETERMINE	40.0	66.7	-	-	-	-	66.7	100.0	-	-	-	-
BASE-ELECTRIC/ELECTRONIC POP	95	43	52	35	20	15	30	10	20	30	13	17
NEON SIGN POP PRESENT												
YES	13.7	9.3	17.3	8.6	5.0	13.3	13.3	20.0	10.0	20.0	7.7	29.4
NO	86.3	90.7	82.7	91.4	95.0	86.7	86.7	80.0	90.0	80.0	92.3	70.6
BASE-NEON SIGN POP PRESENT	13	4	9	3	1	2	4	2	2	6	1	5
NEON SIGN POP FUNCTIONING												
YES	76.9	75.0	77.8	66.7	100.0	50.0	50.0	50.0	50.0	100.0	100.0	100.0
NO	23.1	25.0	22.2	33.3	-	50.0	50.0	50.0	50.0	-	-	-
BASE-NEON SIGN POP NOT FUNCTIONING	3	1	2	1	-	1	2	1	1	-	-	-
NEON SIGN POP CONDITION												
UNPLUGGED/TURNED OFF	66.7	100.0	50.0	-	-	-	100.0	100.0	100.0	-	-	-
BROKEN	-	-	-	-	-	-	-	-	-	-	-	-
UNABLE TO DETERMINE	33.3	-	50.0	100.0	-	100.0	-	-	-	-	-	-

SPAR/Burgoyne Retail Services, Inc.

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TABLE 9 (CONTINUED)

PHILLIP MORRIS CIGARETTE POP CHECK

	ALL STORES			URBAN			SUBURBAN			RURAL		
	TOTAL	N/Gas	W/Gas	Total	N/Gas	W/Gas	Total	N/Gas	W/Gas	Total	N/Gas	W/Gas
BASE-ELECTRIC/ELECTRONIC POP	95	43	52	35	20	15	30	10	20	30	13	17
BACKLIT/EDGELIT SIGN POP PRESENT												
YES	46.3	39.5	51.9	34.3	20.0	53.3	60.0	40.0	70.0	46.7	69.2	29.4
NO	53.7	60.5	48.1	65.7	80.0	46.7	40.0	60.0	30.0	53.3	30.8	70.6
BASE-BACKLIT/EDGELIT SIGN POP PRESENT	44	17	27	12	4	8	10	4	14	16	9	5
BACKLIT/EDGELIT SIGN POP FUNCTIONING												
YES	79.5	88.2	74.1	83.3	100.0	75.0	72.2	50.0	78.6	85.7	100.0	60.0
NO	20.5	11.8	25.9	16.7	-	25.0	27.8	50.0	21.4	14.3	-	40.0
BASE-BACKLIT/EDGELIT SIGN POP NOT FUNCTIONING	9	2	7	2	-	2	5	2	3	2	-	2
BACKLIT/EDGELIT SIGN POP CONDITION												
UNPLUGGED/TURNED OFF	22.2	-	28.6	-	-	-	20.0	-	33.3	50.0	-	50.0
BROKEN	33.3	-	42.9	100.0	-	100.0	20.0	-	33.3	-	-	-
UNABLE TO DETERMINE	44.4	100.0	28.6	-	-	-	60.0	100.0	33.3	50.0	-	50.0
BASE-ELECTRIC/ELECTRONIC POP	95	43	52	35	20	15	30	10	20	30	13	17
ANY OTHER POP PRESENT												
YES	41.1	58.1	26.9	37.1	50.0	20.0	36.7	50.0	30.0	50.0	76.9	29.4
NO	58.9	41.9	73.1	62.9	50.0	80.0	63.3	50.0	70.0	50.0	23.1	70.6
BASE-ANY OTHER POP PRESENT	39	25	14	13	10	3	11	5	6	15	10	5
ANY OTHER POP FUNCTIONING												
YES	87.2	92.0	78.6	84.6	80.0	100.0	81.8	100.0	66.7	93.3	100.0	80.0
NO	12.8	8.0	21.4	15.4	20.0	-	18.2	-	33.3	6.7	-	20.0
BASE-ANY OTHER POP NOT FUNCTIONING	5	2	3	2	2	-	2	-	2	1	-	1
ANY OTHER POP CONDITION												
UNPLUGGED/TURNED OFF	20.0	-	33.3	-	-	-	50.0	-	50.0	-	-	-
BROKEN	20.0	50.0	-	50.0	50.0	-	-	-	-	-	-	-
UNABLE TO DETERMINE	60.0	50.0	66.7	50.0	50.0	-	50.0	-	50.0	100.0	-	100.0

SPAR/Burgoyne Retail Services, Inc.

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Source: https://www.industrydocuments.ucsf.edu/docs/lzjn0004

TABLE 10

PHILLIP MORRIS CIGARETTE POP CHECK

	ALL STORES			URBAN			SUBURBAN			RURAL		
	TOTAL	W/Gas	W/Gas	Total	W/Gas	W/Gas	Total	W/Gas	W/Gas	Total	W/Gas	W/Gas
BASE-TOTAL	279	86	193	120	43	77	101	24	77	58	19	39
CHECKOUT NUMBER 1 MOST PROMINENT												
BASIC	1.8	4.7	.5	3.3	7.0	1.3	1.0	4.2	-	-	-	-
BENSON & HEDGES	.7	-	1.0	.8	-	1.3	-	-	-	1.7	-	2.6
CAMEL	12.9	17.4	10.9	14.2	20.9	10.4	13.9	16.7	13.0	8.6	10.5	7.7
DORAL	5.7	1.2	7.8	6.7	2.3	9.1	5.9	-	7.8	5.4	-	5.1
GPC	3.6	4.7	3.1	2.5	7.0	-	2.0	-	2.6	8.6	5.3	10.3
KOOL	1.4	4.7	-	.8	2.3	-	1.0	4.2	-	3.4	10.5	-
MARLBORO	45.2	40.7	47.2	43.3	37.2	46.8	45.5	50.0	46.2	48.3	36.8	53.8
MERIT	3.2	3.5	3.1	4.2	4.7	3.9	4.0	4.2	3.9	-	-	-
NEWPORT	2.2	4.7	1.0	1.7	2.3	1.3	1.0	4.2	-	5.2	10.5	2.6
PARLIAMENT	1.1	2.3	.5	.8	2.3	-	1.0	-	1.3	1.7	5.3	-
SALEM	.4	-	.5	-	-	-	1.0	-	1.3	-	-	-
VIRGINIA SLIMS	.7	-	1.0	.8	-	1.3	1.0	-	1.3	-	-	-
WINSTON	15.8	8.1	19.2	14.2	4.7	19.5	16.8	4.2	20.8	17.2	21.1	15.4
ANY PREMIUM BRAND COMBO	-	-	-	-	-	-	-	-	-	-	-	-
OTHER	.4	-	.5	-	-	-	1.0	-	1.3	-	-	-
NONE	5.0	8.1	3.6	6.7	9.3	5.2	5.0	12.5	2.6	1.7	-	2.6
CHECKOUT NUMBER 2 MOST PROMINENT												
BASIC	3.2	2.3	3.6	4.2	4.7	3.9	3.0	-	3.9	1.7	-	2.6
BENSON & HEDGES	.7	-	1.0	.8	-	1.3	-	-	-	1.7	-	2.6
CAMEL	3.6	3.5	3.6	2.5	2.3	2.6	4.0	4.2	3.9	5.2	5.3	5.1
DORAL	2.9	1.2	3.6	3.3	-	3.9	3.0	4.2	2.6	1.7	-	2.6
GPC	1.4	2.3	1.0	2.5	2.3	2.6	-	-	-	1.7	5.3	-
KOOL	1.4	-	2.1	1.7	-	2.6	1.0	-	1.3	1.7	-	2.6
MARLBORO	6.8	5.8	7.3	6.7	4.7	7.8	5.0	8.3	3.9	10.3	5.3	12.8
MERIT	.7	-	1.0	.8	-	1.3	1.0	-	1.3	-	-	-
NEWPORT	.7	-	1.0	.8	-	1.3	1.0	-	1.3	-	-	-
PARLIAMENT	.4	1.2	-	.8	2.3	-	-	-	-	-	-	-
SALEM	-	-	-	-	-	-	-	-	-	-	-	-
VIRGINIA SLIMS	.4	-	.5	.8	-	1.3	-	-	-	-	-	-
WINSTON	2.2	1.2	2.6	2.5	-	3.9	2.0	4.2	1.3	1.7	-	2.6
ANY PREMIUM BRAND COMBO	-	-	-	-	-	-	-	-	-	-	-	-
OTHER	.7	-	1.0	.8	-	1.3	1.0	-	1.3	-	-	-
NONE	5.4	2.3	6.7	2.5	-	3.9	7.9	4.2	9.1	6.9	5.3	7.7
NO CHECKOUT NUMBER 2	69.5	80.2	64.8	69.2	83.7	61.0	71.3	75.0	70.1	67.2	78.9	61.5

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TABLE 11

PHILLIP MORRIS CIGARETTE POP CHECK

	ALL STORES			URBAN			SUBURBAN			RURAL		
	TOTAL	N/Gas	W/Gas	Total	N/Gas	W/Gas	Total	N/Gas	W/Gas	Total	N/Gas	W/Gas
BASE-TOTAL	279	86	193	120	43	77	101	24	77	58	19	39
CHECKOUT NUMBER 1 OVERHEAD FIXTURE												
YES	74.2	86.0	68.9	71.7	86.0	63.6	69.3	87.5	63.6	87.9	84.2	89.7
NO	25.8	14.0	31.1	28.3	14.0	36.4	30.7	12.5	36.4	12.1	15.8	10.3
BASE-YES OVERHEAD FIXTURE	207	74	133	86	37	49	70	21	49	51	16	35
OVERHEAD FIXTURE PRESENCE ANY												
BASIC	2.4	1.4	3.0	3.5	2.7	4.1	-	-	-	3.9	-	5.7
BENSON & HEDGES	-	-	-	-	-	-	-	-	-	-	-	-
CAMEL	11.1	10.8	11.3	9.3	10.8	8.2	11.4	9.5	12.2	13.7	12.5	14.3
DORAL	1.9	-	3.0	1.2	-	2.0	-	-	-	5.9	-	8.6
GPC	1.9	-	3.0	1.2	-	2.0	1.4	-	2.0	3.9	-	5.7
KOOL	2.9	2.7	3.0	2.3	2.7	2.0	4.3	4.8	4.1	2.0	-	2.9
MARLBORO	65.7	74.3	60.9	69.8	73.0	67.3	61.4	76.2	55.1	64.7	75.0	60.0
MERIT	2.4	2.7	2.3	2.3	2.7	2.0	2.9	4.8	2.0	2.0	-	2.9
NEWPORT	2.9	2.7	3.0	3.5	2.7	4.1	4.3	4.8	4.1	-	-	-
PARLIAMENT	1.4	2.7	.8	2.3	2.7	2.0	1.4	4.8	-	-	-	-
SALEM	1.0	1.4	.8	1.2	2.7	-	-	-	-	-	-	-
VIRGINIA SLIMS	1.9	1.4	2.3	2.3	2.7	2.0	1.4	-	2.0	2.0	-	2.9
WINSTON	16.9	14.9	18.0	16.3	18.9	14.3	21.4	14.3	24.5	11.8	6.3	14.3
ANY PREMIUM BRAND COMBO	.5	-	.8	1.2	-	2.0	-	-	-	-	-	-
OTHER	1.0	2.7	-	2.3	5.6	-	-	-	-	-	-	-
NONE	-	-	-	-	-	-	-	-	-	-	-	-
NO GRAPHICS	11.1	5.4	14.3	11.6	2.7	18.4	10.0	9.5	10.2	11.8	6.3	14.3
OVERHEAD FIXTURE MOST PROMINENT												
BASIC	-	-	-	-	-	-	-	-	-	-	-	-
BENSON & HEDGES	-	-	-	-	-	-	-	-	-	-	-	-
CAMEL	6.8	9.5	5.3	5.8	8.1	4.1	5.7	9.5	4.1	9.8	12.5	8.6
DORAL	-	-	-	-	-	-	-	-	-	-	-	-
GPC	-	-	-	-	-	-	-	-	-	-	-	-
KOOL	1.0	-	1.5	-	-	-	1.4	-	2.0	2.0	-	2.9
MARLBORO	64.7	73.0	60.2	69.8	73.0	67.3	58.6	71.4	53.1	64.7	75.0	60.0
MERIT	.5	-	.8	-	-	-	1.4	-	2.0	-	-	-
NEWPORT	1.0	-	1.5	-	-	-	2.9	-	4.1	-	-	-
PARLIAMENT	-	-	-	-	-	-	-	-	-	-	-	-
SALEM	.5	1.4	-	1.2	2.7	-	-	-	-	-	-	-
VIRGINIA SLIMS	-	-	-	-	-	-	-	-	-	-	-	-
WINSTON	14.5	10.8	16.5	11.6	13.5	10.2	20.0	9.5	24.5	11.8	6.3	14.3
ANY PREMIUM BRAND COMBO	-	-	-	-	-	-	-	-	-	-	-	-
OTHER	-	-	-	-	-	-	-	-	-	-	-	-
NONE	-	-	-	-	-	-	-	-	-	-	-	-
NO GRAPHICS	11.1	5.4	14.3	11.6	2.7	18.4	10.0	9.5	10.2	11.8	6.3	14.3
OVERHEAD FIXTURE - AVERAGE												
BASIC	1.00	1.00	1.00	1.00	1.00	1.00	-	-	-	1.00	-	1.00
BENSON & HEDGES	-	-	-	-	-	-	-	-	-	-	-	-
CAMEL	1.13	1.00	1.20	1.25	1.00	1.50	1.13	1.00	1.17	1.00	1.00	1.00
DORAL	1.00	-	1.00	1.00	-	1.00	-	-	-	1.00	-	1.00
GPC	1.00	-	1.00	1.00	-	1.00	1.00	-	1.00	1.00	-	1.00
KOOL	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	-	1.00
MARLBORO	1.36	1.22	1.46	1.37	1.30	1.42	1.37	1.19	1.48	1.33	1.08	1.48
MERIT	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	-	1.00
NEWPORT	1.17	1.00	1.25	1.33	1.00	1.50	1.00	1.00	1.00	-	-	-
PARLIAMENT	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	-	-	-	-
SALEM	1.50	1.00	2.00	1.50	1.00	2.00	-	-	-	-	-	-
VIRGINIA SLIMS	1.00	1.00	1.00	1.00	1.00	1.00	1.00	-	1.00	1.00	-	1.00
WINSTON	1.26	1.09	1.35	1.21	1.00	1.43	1.27	1.33	1.25	1.33	1.00	1.40
ANY PREMIUM BRAND COMBO	1.00	-	1.00	1.00	-	1.00	-	-	-	-	-	-
OTHER	1.00	1.00	-	1.00	1.00	-	-	-	-	-	-	-

More than 1?

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TABLE 12

PHILLIP MORRIS CIGARETTE POP CHECK

	ALL STORES			URBAN			SUBURBAN			RURAL		
	TOTAL	W/Gas	W/Gas	Total	W/Gas	W/Gas	Total	W/Gas	W/Gas	Total	W/Gas	W/Gas
BASE-YES OVERHEAD FIXTURE	61	13	48	25	6	19	18	4	14	18	3	15
OVERHEAD FIXTURE PRESENCE ANY												
BASIC	-	-	-	-	-	-	-	-	-	-	-	-
BENSON & HEDGES	-	-	-	-	-	-	-	-	-	-	-	-
CAMEL	14.8	7.7	16.7	8.0	-	10.5	27.8	25.0	28.6	11.1	-	13.3
DORAL	3.3	-	4.2	4.0	-	5.3	-	-	-	5.6	-	6.7
GPC	1.6	-	2.1	4.0	-	5.3	-	-	-	-	-	-
KOOL	1.6	-	2.1	4.0	-	5.3	-	-	-	-	-	-
MARLBORO	26.2	38.5	22.9	40.0	66.7	31.6	5.6	-	7.1	27.8	33.3	26.7
MERIT	4.9	15.4	2.1	8.0	16.7	5.3	5.6	25.0	-	-	-	-
NEWPORT	1.6	-	2.1	4.0	-	5.3	-	-	-	-	-	-
PARLIAMENT	1.6	-	2.1	4.0	-	5.3	-	-	-	-	-	-
SALEM	-	-	-	-	-	-	-	-	-	-	-	-
VIRGINIA SLIMS	-	-	-	-	-	-	-	-	-	-	-	-
WINSTON	9.8	-	12.5	4.0	-	5.3	11.1	-	14.3	16.7	-	20.0
ANY PREMIUM BRAND COMBO	1.6	-	2.1	4.0	-	5.3	-	-	-	-	-	-
OTHER	-	-	-	-	-	-	-	-	-	-	-	-
NONE	18.0	15.4	18.8	12.0	-	15.8	33.3	50.0	28.6	11.1	-	13.3
NO GRAPHICS	31.1	23.1	33.3	32.0	16.7	36.8	22.2	-	28.6	38.9	66.7	33.3
NO CHECKOUT NUMBER 2	4.9	-	6.3	8.0	-	10.5	5.6	-	7.1	-	-	-
OVERHEAD FIXTURE MOST PROMINENT												
BASIC	-	-	-	-	-	-	-	-	-	-	-	-
BENSON & HEDGES	-	-	-	-	-	-	-	-	-	-	-	-
CAMEL	9.8	7.7	10.4	4.0	-	5.3	16.7	25.0	14.3	11.1	-	13.3
DORAL	-	-	-	-	-	-	-	-	-	-	-	-
GPC	1.6	-	2.1	4.0	-	5.3	-	-	-	-	-	-
KOOL	-	-	-	-	-	-	-	-	-	-	-	-
MARLBORO	24.6	38.5	20.8	36.0	66.7	26.3	5.6	-	7.1	27.8	33.3	26.7
MERIT	3.3	15.4	-	4.0	16.7	-	5.6	25.0	-	-	-	-
NEWPORT	-	-	-	-	-	-	-	-	-	-	-	-
PARLIAMENT	-	-	-	-	-	-	-	-	-	-	-	-
SALEM	-	-	-	-	-	-	-	-	-	-	-	-
VIRGINIA SLIMS	-	-	-	-	-	-	-	-	-	-	-	-
WINSTON	6.6	-	8.3	-	-	-	11.1	-	14.3	11.1	-	13.3
ANY PREMIUM BRAND COMBO	-	-	-	-	-	-	-	-	-	-	-	-
OTHER	-	-	-	-	-	-	-	-	-	-	-	-
NONE	18.0	15.4	18.8	12.0	-	15.8	33.3	50.0	28.6	11.1	-	13.3
NO GRAPHICS	31.1	23.1	33.3	32.0	16.7	36.8	22.2	-	28.6	38.9	66.7	33.3
NO CHECKOUT NUMBER 2	4.9	-	6.3	8.0	-	10.5	5.6	-	7.1	-	-	-
OVERHEAD FIXTURE - AVERAGE												
BASIC	-	-	-	-	-	-	-	-	-	-	-	-
BENSON & HEDGES	-	-	-	-	-	-	-	-	-	-	-	-
CAMEL	1.11	1.00	1.13	1.00	-	1.00	1.20	1.00	1.25	1.00	-	1.00
DORAL	1.00	-	1.00	1.00	-	1.00	-	-	-	1.00	-	1.00
GPC	1.00	-	1.00	1.00	-	1.00	-	-	-	-	-	-
KOOL	1.00	-	1.00	1.00	-	1.00	-	-	-	-	-	-
MARLBORO	1.00	1.00	1.00	1.00	1.00	1.00	1.00	-	1.00	1.00	1.00	1.00
MERIT	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	-	-	-	-
NEWPORT	1.00	-	1.00	1.00	-	1.00	-	-	-	-	-	-
PARLIAMENT	1.00	-	1.00	1.00	-	1.00	-	-	-	-	-	-
SALEM	-	-	-	-	-	-	-	-	-	-	-	-
VIRGINIA SLIMS	-	-	-	-	-	-	-	-	-	-	-	-
WINSTON	1.00	-	1.00	1.00	-	1.00	1.00	-	1.00	1.00	-	1.00
ANY PREMIUM BRAND COMBO	1.00	-	1.00	1.00	-	1.00	-	-	-	-	-	-
OTHER	-	-	-	-	-	-	-	-	-	-	-	-

SPAR/Burgoyne Retail Services, Inc.

20718388889

Source: https://www.industrydocuments.ucsf.edu/docs/lzjn0004

TABLE 13

PHILLIP MORRIS CIGARETTE POP CHECK

	ALL STORES			URBAN			SUBURBAN			RURAL		
	TOTAL	N/Gas	W/Gas	Total	N/Gas	W/Gas	Total	N/Gas	W/Gas	Total	N/Gas	W/Gas
BASE-TOTAL	279	86	193	120	43	77	101	24	77	58	19	39
CHECKOUT NUMBER 1 COUNTER DISPLAY FIXTURE												
YES	91.0	89.5	91.7	88.3	88.4	88.3	92.1	95.8	90.9	94.8	84.2	100.0
NO	9.0	10.5	8.3	11.7	11.6	11.7	7.9	4.2	9.1	5.2	15.8	-
BASE-YES COUNTER DISPLAY FIXTURE	254	77	177	106	38	68	93	23	70	55	16	39
COUNTER DISPLAY FIXTURE PRESENCE ANY												
BASIC	24.8	31.2	22.0	22.6	36.8	14.7	29.0	39.1	25.7	21.8	6.3	28.2
BENSON & HEDGES	10.6	10.4	10.7	8.5	10.5	7.4	15.1	8.7	17.1	7.3	12.5	5.1
CAMEL	35.4	42.9	32.2	30.2	44.7	22.1	33.3	26.1	35.7	49.1	62.5	43.6
DORAL	24.4	27.3	23.2	26.4	36.8	20.6	20.4	17.4	21.4	27.3	18.8	30.8
GPC	20.5	27.3	17.5	27.4	42.1	19.1	14.0	13.0	14.3	18.2	12.5	20.5
KOOL	29.9	41.6	24.9	28.3	39.5	22.1	29.0	43.5	24.3	34.5	43.8	30.8
MARLBORO	60.6	51.9	64.4	64.2	57.9	67.6	54.8	47.8	57.1	63.6	43.8	71.8
MERIT	11.4	20.8	7.3	12.3	18.4	8.8	9.7	21.7	5.7	12.7	25.0	7.7
NEWPORT	21.3	29.9	17.5	17.0	23.7	13.2	20.4	34.8	15.7	30.9	37.5	28.2
PARLIAMENT	9.1	18.2	5.1	8.5	15.8	4.4	4.3	8.7	2.9	18.2	37.5	10.3
SALEM	3.5	2.6	4.0	2.8	2.6	2.9	3.2	4.3	2.9	5.5	-	7.7
VIRGINIA SLIMS	11.4	7.8	13.0	7.5	5.3	8.8	12.9	8.7	14.3	16.4	12.5	17.9
WINSTON	37.4	37.7	37.3	33.0	28.9	35.3	33.3	34.8	32.9	52.7	62.5	48.7
ANY PREMIUM BRAND COMBO	9.6	10.4	9.0	9.4	13.2	7.4	8.6	8.7	8.6	10.9	6.3	12.8
OTHER	27.2	45.5	19.2	26.4	44.7	16.2	28.0	47.8	21.4	27.3	43.8	20.5
NONE	.4	1.3	-	-	-	-	1.1	4.3	-	-	-	-
NO GRAPHICS	-	-	-	-	-	-	-	-	-	-	-	-
COUNTER DISPLAY FIXTURE MOST PROMINENT												
BASIC	3.9	3.9	4.0	4.7	5.3	4.4	5.4	4.3	5.7	-	-	-
BENSON & HEDGES	.8	-	1.1	.9	-	1.5	-	-	-	1.8	-	2.6
CAMEL	16.1	20.8	14.1	18.9	26.3	14.7	15.1	13.0	15.7	12.7	18.8	10.3
DORAL	4.3	-	6.2	4.7	-	7.4	5.4	-	7.1	1.8	-	2.6
GPC	4.7	7.8	3.4	6.6	13.2	2.9	3.2	-	4.3	3.6	6.3	2.6
KOOL	2.8	5.2	1.7	2.8	2.6	2.9	3.2	8.7	1.4	1.8	6.3	-
MARLBORO	44.9	35.1	49.2	45.3	34.2	51.5	40.9	34.8	42.9	50.9	37.5	56.4
MERIT	.4	1.3	-	.9	2.6	-	-	-	-	-	-	-
NEWPORT	2.0	3.9	1.1	.9	-	1.5	2.2	4.3	1.4	3.6	12.5	-
PARLIAMENT	1.6	3.9	.6	2.8	5.3	1.5	-	-	-	1.8	6.3	-
SALEM	-	-	-	-	-	-	-	-	-	-	-	-
VIRGINIA SLIMS	1.2	-	1.7	.9	-	1.5	2.2	-	2.9	-	-	-
WINSTON	13.4	11.7	14.1	8.5	7.9	8.8	15.1	17.4	14.3	20.0	12.5	23.1
ANY PREMIUM BRAND COMBO	1.6	1.3	1.7	.9	2.6	-	2.2	-	2.9	1.8	-	2.6
OTHER	2.0	3.9	1.1	.9	-	1.5	4.3	13.0	1.4	-	-	-
NONE	.4	1.3	-	-	-	-	1.1	4.3	-	-	-	-
NO GRAPHICS	-	-	-	-	-	-	-	-	-	-	-	-
COUNTER DISPLAY FIXTURE - AVERAGE												
BASIC	1.05	1.08	1.03	1.04	1.07	1.00	1.04	1.11	1.00	1.08	1.00	1.09
BENSON & HEDGES	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00
CAMEL	1.14	1.15	1.14	1.25	1.24	1.27	1.13	1.17	1.12	1.04	1.00	1.06
DORAL	1.06	1.14	1.02	1.14	1.21	1.07	1.00	1.00	1.00	1.00	1.00	1.00
GPC	1.13	1.24	1.06	1.14	1.25	1.00	1.08	1.00	1.10	1.20	1.50	1.13
KOOL	1.09	1.13	1.07	1.13	1.27	1.00	1.11	1.00	1.18	1.00	1.00	1.00
MARLBORO	1.11	1.15	1.10	1.04	1.00	1.07	1.18	1.45	1.10	1.14	1.14	1.14
MERIT	1.03	1.06	1.00	1.08	1.14	1.00	1.00	1.00	1.00	1.00	1.00	1.00
NEWPORT	1.02	1.04	1.00	1.06	1.11	1.00	1.00	1.00	1.00	1.00	1.00	1.00
PARLIAMENT	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00
SALEM	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	-	1.00
VIRGINIA SLIMS	1.07	1.00	1.09	1.00	1.00	1.00	1.17	1.00	1.20	1.00	1.00	1.00
WINSTON	1.07	1.00	1.11	1.03	1.00	1.04	1.13	1.00	1.17	1.07	1.00	1.11
ANY PREMIUM BRAND COMBO	1.13	1.00	1.19	1.00	1.00	1.00	1.13	1.00	1.17	1.33	1.00	1.40
OTHER	1.90	2.14	1.65	2.36	2.71	1.82	1.85	1.82	1.87	1.13	1.29	1.00

Too Low

This is a requirement in RM stores

SPAR/Burgoyne Retail Services, Inc.

2071838890

Source: https://www.industrydocuments.ucsf.edu/docs/lzjn0004

TABLE 14

PHILLIP MORRIS CIGARETTE POP CHECK

	ALL STORES			URBAN			SUBURBAN			RURAL		
	TOTAL	N/Gas	W/Gas	Total	N/Gas	W/Gas	Total	N/Gas	W/Gas	Total	N/Gas	W/Gas
BASE-YES COUNTER DISPLAY FIXTURE AND CHECKOUT NUMBER 2 PRESENT	81	16	65	36	7	29	26	5	21	19	4	15
COUNTER DISPLAY FIXTURE PRESENCE ANY												
BASIC	19.8	18.8	20.0	27.8	28.6	27.6	11.5	20.0	9.5	15.8	-	20.0
BENSON & HEDGES	11.1	-	13.8	11.1	-	13.8	7.7	-	9.5	15.8	-	20.0
CAMEL	21.0	25.0	20.0	22.2	28.6	20.7	23.1	20.0	23.8	15.8	25.0	13.3
DORAL	16.0	18.8	15.4	22.2	14.3	24.1	11.5	20.0	9.5	10.5	25.0	6.7
GPC	14.8	12.5	15.4	13.9	-	17.2	15.4	20.0	14.3	15.8	25.0	13.3
KOOL	9.9	6.3	10.8	11.1	-	13.8	3.8	-	4.8	15.8	25.0	13.3
MARLBORO	27.2	25.0	27.7	30.6	14.3	34.5	15.4	20.0	14.3	36.8	50.0	33.3
MERIT	9.9	-	12.3	13.9	-	17.2	7.7	-	9.5	5.3	-	6.7
NEWPORT	21.0	25.0	20.0	16.7	14.3	17.2	19.2	20.0	19.0	31.6	50.0	26.7
PARLIAMENT	1.2	-	1.5	2.8	-	3.4	-	-	-	-	-	-
SALEM	3.7	6.3	3.1	5.6	-	6.9	-	-	-	5.3	25.0	-
VIRGINIA SLIMS	13.6	6.3	15.4	11.1	-	13.8	3.8	-	4.8	31.6	25.0	33.3
WINSTON	14.8	12.5	15.4	22.2	14.3	24.1	11.5	20.0	9.5	5.3	-	6.7
ANY PREMIUM BRAND COMBO	8.6	6.3	9.2	5.6	14.3	3.4	3.8	-	4.8	21.1	-	26.7
OTHER	17.3	18.8	16.9	11.1	14.3	10.3	23.1	20.0	23.8	21.1	25.0	20.0
NONE	13.6	12.5	13.8	8.3	-	10.3	19.2	20.0	19.0	15.8	25.0	15.3
NO GRAPHICS	-	-	-	-	-	-	-	-	-	-	-	-
NO CHECKOUT NUMBER 2	7.4	12.5	6.2	8.3	28.6	3.4	11.5	-	14.3	-	-	-
COUNTER DISPLAY FIXTURE MOST PROMINENT												
BASIC	9.9	12.5	9.2	16.7	28.6	13.8	3.8	-	4.8	5.3	-	6.7
BENSON & HEDGES	-	-	-	-	-	-	-	-	-	-	-	-
CAMEL	11.1	18.8	9.2	8.3	14.3	6.9	11.5	20.0	9.5	15.8	25.0	13.3
DORAL	11.1	6.3	12.3	13.9	-	17.2	11.5	20.0	9.5	5.3	-	6.7
GPC	3.7	-	4.6	5.6	-	6.9	3.8	-	4.8	-	-	-
KOOL	4.9	-	6.2	2.8	-	3.4	3.8	-	4.8	10.5	-	13.3
MARLBORO	21.0	25.0	20.0	19.4	14.3	20.7	15.4	20.0	14.3	31.6	50.0	26.7
MERIT	2.5	-	3.1	2.8	-	3.4	3.8	-	4.8	-	-	-
NEWPORT	2.5	-	3.1	2.8	-	3.4	3.8	-	4.8	-	-	-
PARLIAMENT	-	-	-	-	-	-	-	-	-	-	-	-
SALEM	-	-	-	-	-	-	-	-	-	-	-	-
VIRGINIA SLIMS	-	-	-	-	-	-	-	-	-	-	-	-
WINSTON	4.9	6.3	4.6	2.8	-	3.4	7.7	20.0	4.8	5.3	-	6.7
ANY PREMIUM BRAND COMBO	3.7	-	4.6	2.8	-	3.4	-	-	-	10.5	-	13.3
OTHER	3.7	6.3	3.1	5.6	14.3	3.4	3.8	-	4.8	-	-	-
NONE	13.6	12.5	13.8	8.3	-	10.3	19.2	20.0	19.0	15.8	25.0	13.3
NO GRAPHICS	-	-	-	-	-	-	-	-	-	-	-	-
NO CHECKOUT NUMBER 2	7.4	12.5	6.2	8.3	28.6	3.4	11.5	-	14.3	-	-	-
COUNTER DISPLAY FIXTURE - AVERAGE												
BASIC	1.06	1.33	1.00	1.10	1.50	1.00	1.00	1.00	1.00	1.00	-	1.00
BENSON & HEDGES	1.00	-	1.00	1.00	-	1.00	1.00	-	1.00	1.00	-	1.00
CAMEL	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00
DORAL	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00
GPC	1.00	1.00	1.00	1.00	-	1.00	1.00	1.00	1.00	1.00	1.00	1.00
KOOL	1.00	1.00	1.00	1.00	-	1.00	1.00	-	1.00	1.00	1.00	1.00
MARLBORO	1.05	1.00	1.06	1.00	1.00	1.00	1.25	1.00	1.33	1.00	1.00	1.00
MERIT	1.00	-	1.00	1.00	-	1.00	1.00	-	1.00	1.00	-	1.00
NEWPORT	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00
PARLIAMENT	1.00	-	1.00	1.00	-	1.00	-	-	-	-	-	-
SALEM	1.00	1.00	1.00	1.00	-	1.00	-	-	-	1.00	1.00	-
VIRGINIA SLIMS	1.09	1.00	1.10	1.00	-	1.00	1.00	-	1.00	1.17	1.00	1.20
WINSTON	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	-	1.00
ANY PREMIUM BRAND COMBO	1.29	1.00	1.33	1.00	1.00	1.00	1.00	-	1.00	1.50	-	1.50
OTHER	1.71	2.33	1.55	1.75	1.00	2.00	2.17	5.00	1.60	1.00	1.00	1.00

How can this be?

SPAR/Burgoyne Retail Services, Inc.

2071838891

Source: https://www.industrydocuments.ucsf.edu/docs/lzjn0004

TABLE 15

PHILLIP MORRIS CIGARETTE POP CHECK

	ALL STORES			URBAN			SUBURBAN			RURAL		
	TOTAL	N/Gas	W/Gas	Total	N/Gas	W/Gas	Total	N/Gas	W/Gas	Total	N/Gas	W/Gas
BASE-TOTAL	279	86	193	120	43	77	101	24	77	58	19	39
OTHER PERMANENT POP												
YES	54.1	55.8	53.4	57.5	60.5	55.8	52.5	50.0	53.2	50.0	52.6	48.7
NO	45.9	44.2	46.6	42.5	39.5	44.2	47.5	50.0	46.8	50.0	47.4	51.3
BASE-YES OTHER PERMANENT POP	151	48	103	69	26	43	53	12	41	29	10	19
OTHER PERMANENT POP PRESENCE ANY												
BASIC	14.6	12.5	15.5	15.9	11.5	18.6	11.3	16.7	9.8	17.2	10.0	21.1
BENSON & HEDGES	2.6	2.1	2.9	-	-	-	1.9	-	2.4	10.3	10.0	10.5
CAMEL	20.5	31.3	15.5	21.7	34.6	14.0	18.9	16.7	19.5	20.7	40.0	10.5
DORAL	15.9	18.8	14.6	17.4	23.1	16.0	17.0	16.7	17.1	10.3	10.0	10.5
GPC	19.2	27.1	15.5	18.8	26.9	14.0	18.9	25.0	17.1	20.7	30.0	15.8
KOOL	15.2	33.3	9.8	17.4	38.5	4.7	11.3	25.0	7.3	17.2	30.0	10.5
MARLBORO	57.6	62.5	55.3	62.3	65.4	60.5	60.4	75.0	56.1	41.4	40.0	42.1
MERIT	6.0	6.3	5.8	5.8	3.8	7.0	3.8	-	4.9	10.3	20.0	5.3
NEWPORT	11.3	16.7	8.7	13.0	23.1	7.0	13.2	16.7	12.2	3.4	-	5.3
PARLIAMENT	4.6	8.3	2.9	-	-	-	5.7	8.3	4.9	13.8	30.0	5.3
SALEM	1.3	2.1	1.0	1.4	3.8	-	1.9	-	2.4	-	-	-
VIRGINIA SLIMS	6.6	4.2	7.8	4.3	3.8	6.7	7.5	8.3	7.3	10.3	-	15.8
WINSTON	22.5	22.9	22.3	21.7	23.1	20.9	24.5	16.7	26.8	20.7	30.0	15.8
ANY PREMIUM BRAND COMBO	2.6	-	3.9	-	-	-	-	-	-	13.8	-	21.1
OTHER	11.3	20.8	6.8	11.6	26.9	2.3	7.5	16.7	4.9	17.2	10.0	21.1
NONE	2.0	-	2.9	2.9	-	4.7	-	-	-	3.4	-	5.3
NO GRAPHICS	-	-	-	-	-	-	-	-	-	-	-	-
OTHER PERMANENT POP MOST PROMINENT												
BASIC	6.0	6.3	5.8	8.7	3.8	11.6	3.8	16.7	-	3.4	-	5.3
BENSON & HEDGES	.7	-	1.0	-	-	-	-	-	-	3.4	-	5.3
CAMEL	10.6	12.5	9.7	13.0	15.4	11.6	9.4	8.3	9.8	6.9	10.0	5.3
DORAL	2.6	2.1	2.9	2.9	3.8	2.3	3.8	-	4.9	-	-	-
GPC	6.6	8.3	5.8	5.8	3.8	7.0	7.5	8.3	7.3	6.9	20.0	-
KOOL	2.0	4.2	1.0	1.4	3.8	-	-	-	-	6.9	10.0	5.3
MARLBORO	45.7	47.9	44.7	46.4	50.0	44.2	47.2	50.0	46.3	41.4	40.0	42.1
MERIT	.7	-	1.0	1.4	-	2.3	-	-	-	-	-	-
NEWPORT	2.0	2.1	1.9	1.4	3.8	-	3.8	-	4.9	-	-	-
PARLIAMENT	1.3	2.1	1.0	-	-	-	1.9	-	2.4	3.4	10.0	-
SALEM	.7	-	1.0	-	-	-	1.9	-	2.4	-	-	-
VIRGINIA SLIMS	1.3	-	1.9	1.4	-	2.3	-	-	-	3.4	-	5.3
WINSTON	17.9	8.3	13.6	10.1	7.7	11.6	18.9	16.7	19.5	3.4	-	5.3
ANY PREMIUM BRAND COMBO	2.0	-	2.9	-	-	-	-	-	-	10.3	-	15.8
OTHER	6.0	6.3	2.9	4.3	7.7	2.3	1.9	-	2.4	6.9	10.0	5.3
NONE	2.0	-	2.9	2.9	-	4.7	-	-	-	3.4	-	5.3
NO GRAPHICS	-	-	-	-	-	-	-	-	-	-	-	-
OTHER PERMANENT POP - AVERAGE												
BASIC	1.09	1.00	1.13	1.00	1.00	1.00	1.33	1.00	1.50	1.00	1.00	1.00
BENSON & HEDGES	1.00	1.00	1.00	-	-	-	1.00	-	1.00	1.00	1.00	1.00
CAMEL	1.35	1.67	1.06	1.53	1.78	1.17	1.20	2.00	1.00	1.17	1.25	1.00
DORAL	1.33	1.67	1.13	1.33	1.67	1.00	1.44	2.00	1.29	1.00	1.00	1.00
GPC	1.55	1.92	1.25	1.69	2.29	1.00	1.60	1.67	1.57	1.17	1.33	1.00
KOOL	1.26	1.38	1.00	1.42	1.50	1.00	1.17	1.33	1.00	1.00	1.00	1.00
MARLBORO	1.47	1.63	1.39	1.33	2.06	1.19	1.38	1.00	1.52	1.50	1.25	1.63
MERIT	1.00	1.00	1.00	1.00	1.00	1.00	1.00	-	1.00	1.00	1.00	1.00
NEWPORT	1.18	1.38	1.00	1.22	1.33	1.00	1.14	1.50	1.00	1.00	-	1.00
PARLIAMENT	1.00	1.00	1.00	-	-	-	1.00	1.00	1.00	1.00	1.00	1.00
SALEM	1.00	1.00	1.00	1.00	1.00	-	1.00	-	1.00	-	-	-
VIRGINIA SLIMS	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	-	1.00
WINSTON	1.59	1.45	1.65	1.20	1.17	1.22	2.31	3.00	2.18	1.00	1.00	1.00
ANY PREMIUM BRAND COMBO	1.25	-	1.25	-	-	-	-	-	-	1.25	-	1.25
OTHER	1.65	2.00	1.14	2.25	2.43	1.00	1.00	1.00	1.00	1.20	1.00	1.25

SPAR/Burgoyne Retail Services, Inc.

2071838892

Source: https://www.industrydocuments.ucsf.edu/docs/lzjn0004

TABLE 16

PHILLIP MORRIS CIGARETTE POP CHECK

	ALL STORES			URBAN			SUBURBAN			RURAL		
	TOTAL	N/Gas	W/Gas	Total	N/Gas	W/Gas	Total	N/Gas	W/Gas	Total	N/Gas	W/Gas
BASE-YES OTHER PERMANENT POP AND CHECKOUT NUMBER 2	43	7	36	21	3	18	13	2	11	9	2	7
OTHER PERMANENT POP PRESENCE ANY												
BASIC	4.7	14.3	2.8	4.8	-	5.6	7.7	50.0	-	-	-	-
BENSON & HEDGES	-	-	-	-	-	-	-	-	-	-	-	-
CAMEL	2.3	14.3	-	-	-	-	-	-	-	11.1	50.0	-
DORAL	4.7	-	5.6	9.5	-	11.1	-	-	-	-	-	-
GPC	4.7	14.3	2.8	4.8	-	5.6	7.7	50.0	-	-	-	-
KOOL	-	-	-	-	-	-	-	-	-	-	-	-
MARLBORO	16.3	14.3	16.7	9.5	-	11.1	15.4	-	18.2	33.3	50.0	28.6
MERIT	-	-	-	-	-	-	-	-	-	-	-	-
NEWPORT	4.7	14.3	2.8	4.8	-	5.6	-	-	-	11.1	50.0	-
PARLIAMENT	-	-	-	-	-	-	-	-	-	-	-	-
SALEM	-	-	-	-	-	-	-	-	-	-	-	-
VIRGINIA SLIMS	2.3	-	2.8	4.8	-	5.6	-	-	-	-	-	-
WINSTON	4.7	-	5.6	9.5	-	11.1	-	-	-	-	-	-
ANY PREMIUM BRAND COMBO	7.0	-	8.3	4.8	-	5.6	-	-	-	22.2	-	28.6
OTHER	6.7	-	5.6	4.8	-	5.6	-	-	-	11.1	-	14.3
NONE	32.6	14.3	36.1	28.6	-	33.3	53.8	50.0	54.5	11.1	-	14.3
NO GRAPHICS	-	-	-	-	-	-	-	-	-	-	-	-
NO CHECKOUT NUMBER 2	25.6	42.9	22.2	28.6	100.0	16.7	23.1	-	27.3	22.2	-	28.6
OTHER PERMANENT POP MOST PROMINENT												
BASIC	4.7	14.3	2.8	4.8	-	5.6	7.7	50.0	-	-	-	-
BENSON & HEDGES	-	-	-	-	-	-	-	-	-	-	-	-
CAMEL	2.3	14.3	-	-	-	-	-	-	-	11.1	50.0	-
DORAL	2.3	-	2.8	4.8	-	5.6	-	-	-	-	-	-
GPC	-	-	-	-	-	-	-	-	-	-	-	-
KOOL	-	-	-	-	-	-	-	-	-	-	-	-
MARLBORO	16.3	14.3	16.7	9.5	-	11.1	15.4	-	18.2	33.3	50.0	28.6
MERIT	-	-	-	-	-	-	-	-	-	-	-	-
NEWPORT	2.3	-	2.8	4.8	-	5.6	-	-	-	-	-	-
PARLIAMENT	-	-	-	-	-	-	-	-	-	-	-	-
SALEM	-	-	-	-	-	-	-	-	-	-	-	-
VIRGINIA SLIMS	2.3	-	2.8	4.8	-	5.6	-	-	-	-	-	-
WINSTON	4.7	-	5.6	9.5	-	11.1	-	-	-	-	-	-
ANY PREMIUM BRAND COMBO	4.7	-	5.6	-	-	-	-	-	-	22.2	-	28.6
OTHER	2.3	-	2.8	4.8	-	5.6	-	-	-	-	-	-
NONE	32.6	14.3	36.1	28.6	-	33.3	53.8	50.0	54.5	11.1	-	14.3
NO GRAPHICS	-	-	-	-	-	-	-	-	-	-	-	-
NO CHECKOUT NUMBER 2	25.6	42.9	22.2	28.6	100.0	16.7	23.1	-	27.3	22.2	-	28.6
OTHER PERMANENT POP - AVERAGE												
BASIC	1.50	2.00	1.00	1.00	-	1.00	2.00	2.00	-	-	-	-
BENSON & HEDGES	-	-	-	-	-	-	-	-	-	-	-	-
CAMEL	2.00	2.00	-	-	-	-	-	-	-	2.00	2.00	-
DORAL	1.00	-	1.00	1.00	-	1.00	-	-	-	-	-	-
GPC	1.00	1.00	1.00	1.00	-	1.00	1.00	1.00	-	-	-	-
KOOL	-	-	-	-	-	-	-	-	-	-	-	-
MARLBORO	1.00	1.00	1.00	1.00	-	1.00	1.00	-	1.00	1.00	1.00	1.00
MERIT	-	-	-	-	-	-	-	-	-	-	-	-
NEWPORT	1.00	1.00	1.00	1.00	-	1.00	-	-	-	1.00	1.00	-
PARLIAMENT	-	-	-	-	-	-	-	-	-	-	-	-
SALEM	-	-	-	-	-	-	-	-	-	-	-	-
VIRGINIA SLIMS	1.00	-	1.00	1.00	-	1.00	-	-	-	-	-	-
WINSTON	1.00	-	1.00	1.00	-	1.00	-	-	-	-	-	-
ANY PREMIUM BRAND COMBO	1.33	-	1.33	1.00	-	1.00	-	-	-	1.50	-	1.50
OTHER	1.00	-	1.00	1.00	-	1.00	-	-	-	1.00	-	1.00

SPAR/Burgoyne Retail Services, Inc.

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Source: https://www.industrydocuments.ucsf.edu/docs/lzjn0004

TABLE 17

PHILLIP MORRIS CIGARETTE POP CHECK

	ALL STORES			URBAN			SUBURBAN			RURAL		
	TOTAL	W/Gas	W/Gas	Total	W/Gas	W/Gas	Total	W/Gas	W/Gas	Total	W/Gas	W/Gas
BASE-TOTAL	279	86	193	120	43	77	101	24	77	58	19	39
ANY TEMPPORARY POP PRESENT												
YES	48.0	57.0	44.0	45.0	58.1	37.7	47.5	50.0	46.8	55.2	63.2	51.3
NO	52.0	43.0	56.0	55.0	41.9	62.3	52.5	50.0	53.2	44.8	36.8	48.7
BASE-YES TEMPORARY POP	134	49	85	54	25	29	48	12	36	32	12	20
TEMPORTARY POP PRESENCE ANY												
BASIC	15.7	14.3	16.5	13.0	20.0	6.9	20.8	16.7	22.2	12.5	-	20.0
BENSON & HEDGES	1.5	2.0	1.2	-	-	-	2.1	-	2.8	3.1	8.3	-
CAMEL	20.9	32.7	14.1	18.5	28.0	10.3	16.7	25.0	13.9	31.3	50.0	20.0
DORAL	17.9	16.3	18.8	20.4	24.0	17.2	16.7	16.7	16.7	15.6	-	25.0
GPC	11.9	10.2	12.9	13.0	12.0	13.8	12.5	-	16.7	9.4	16.7	5.0
KOOL	11.9	18.4	8.2	13.0	16.0	10.3	6.3	8.3	5.6	18.8	33.3	10.0
MARLBORO	38.8	32.7	42.4	40.7	40.0	41.4	43.8	33.3	47.2	28.1	16.7	35.0
MERIT	3.7	4.1	3.5	3.7	4.0	3.4	4.2	8.3	2.8	3.1	-	5.0
NEWPORT	6.7	14.3	2.4	9.3	20.0	-	6.3	8.3	5.6	3.1	8.3	-
PARLIAMENT	4.5	8.2	2.4	5.6	12.0	-	2.1	-	2.8	6.3	8.3	5.0
SALEM	3.0	2.0	3.5	1.9	4.0	-	4.2	-	5.6	3.1	-	5.0
VIRGINIA SLIMS	6.0	4.1	7.1	3.7	-	6.9	10.4	8.3	11.1	3.1	8.3	-
WINSTON	16.4	18.4	15.3	24.1	24.0	24.1	16.7	25.0	13.9	3.1	-	5.0
ANY PREMIUM BRAND COMBO	.7	-	1.2	-	-	-	-	-	-	3.1	-	5.0
OTHER	20.1	32.7	12.9	20.4	40.0	3.4	20.8	33.3	16.7	18.8	16.7	20.0
NONE	4.5	2.0	5.9	7.4	4.0	10.3	2.1	-	2.8	3.1	-	5.0
NO GRAPHICS	-	-	-	-	-	-	-	-	-	-	-	-
TEMPORARY POP MOST PROMINENT												
BASIC	8.2	4.1	10.6	3.7	4.0	3.4	12.5	8.3	13.9	9.4	-	15.0
BENSON & HEDGES	-	-	-	-	-	-	-	-	-	-	-	-
CAMEL	14.2	20.4	10.6	11.1	16.0	6.9	10.4	8.3	11.1	25.0	41.7	15.0
DORAL	8.2	6.1	9.4	11.1	8.0	13.8	6.3	8.3	5.6	6.3	-	10.0
GPC	4.5	2.0	5.9	3.7	-	6.9	4.2	-	5.6	6.3	8.3	5.0
KOOL	6.0	12.2	2.4	9.3	12.0	6.9	2.1	8.3	-	6.3	16.7	-
MARLBORO	29.9	18.4	36.5	29.6	24.0	34.5	37.5	25.0	41.7	18.8	-	30.0
MERIT	.7	-	1.2	1.9	-	3.4	-	-	-	-	-	-
NEWPORT	2.2	4.1	1.2	1.9	4.0	-	2.1	-	2.8	3.1	8.3	-
PARLIAMENT	2.2	4.1	1.2	3.7	8.0	-	-	-	-	3.1	-	5.0
SALEM	-	-	-	-	-	-	-	-	-	-	-	-
VIRGINIA SLIMS	3.0	4.1	2.4	1.9	-	3.4	4.2	8.3	2.8	3.1	8.3	-
WINSTON	9.0	12.2	7.1	11.1	12.0	10.3	12.5	25.0	8.3	-	-	-
ANY PREMIUM BRAND COMBO	.7	-	1.2	-	-	-	-	-	-	3.1	-	5.0
OTHER	6.7	10.2	4.7	3.7	8.0	-	6.3	8.3	5.6	12.5	16.7	10.0
NONE	4.5	2.0	5.9	7.4	4.0	10.3	2.1	-	2.8	3.1	-	5.0
NO GRAPHICS	-	-	-	-	-	-	-	-	-	-	-	-
TEMPORARY POP - AVERAGE												
BASIC	1.10	1.00	1.14	1.00	1.00	1.00	1.10	1.00	1.13	1.25	-	1.25
BENSON & HEDGES	1.00	1.00	1.00	-	-	-	1.00	-	1.00	1.00	1.00	-
CAMEL	1.43	1.25	1.67	2.00	1.43	3.33	1.13	1.00	1.20	1.10	1.17	1.00
DORAL	1.17	1.25	1.13	1.09	1.17	1.00	1.38	1.50	1.33	1.00	-	1.00
GPC	1.44	1.60	1.36	1.71	2.00	1.50	1.33	-	1.33	1.00	1.00	1.00
KOOL	1.69	2.22	1.00	2.57	3.75	1.00	1.00	1.00	1.00	1.00	1.00	1.00
MARLBORO	1.60	1.25	1.67	1.27	1.50	1.25	1.67	1.25	1.76	1.11	1.00	1.14
MERIT	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	-	1.00
NEWPORT	1.67	1.00	4.00	1.00	1.00	-	3.00	1.00	4.00	1.00	1.00	-
PARLIAMENT	1.00	1.00	1.00	1.00	1.00	-	1.00	-	1.00	1.00	1.00	1.00
SALEM	1.00	1.00	1.00	1.00	1.00	-	1.00	-	1.00	1.00	-	1.00
VIRGINIA SLIMS	1.13	1.00	1.17	1.00	-	1.00	1.20	1.00	1.25	1.00	1.00	-
WINSTON	1.36	1.56	1.23	1.38	1.83	1.00	1.38	1.00	1.60	1.00	-	1.00
ANY PREMIUM BRAND COMBO	1.00	-	1.00	-	-	-	-	-	-	1.00	-	1.00
OTHER	1.30	1.44	1.09	1.55	1.60	1.00	1.10	1.25	1.00	1.17	1.00	1.25

SPAR/Burgoyne Retail Services, Inc.

2071838894

Source: https://www.industrydocuments.ucsf.edu/docs/lzjn0004

TABLE 18

PHILLIP MORRIS CIGARETTE POP CHECK

	ALL STORES			URBAN			SUBURBAN			RURAL		
	TOTAL	N/Gas	W/Gas	Total	N/Gas	W/Gas	Total	N/Gas	W/Gas	Total	N/Gas	W/Gas
BASE-YES TEMPORARY POP PRESENT AND CHECKOUT NUMBER 2	32	8	24	14	4	10	12	2	10	6	2	4
TEMPORARY POP PRESENCE ANY												
BASIC	9.4	-	12.5	7.1	-	10.0	16.7	-	20.0	-	-	-
BENSON & HEDGES	-	-	-	-	-	-	-	-	-	-	-	-
CAMEL	9.4	12.5	8.3	14.3	-	20.0	-	-	-	16.7	50.0	-
DORAL	9.4	12.5	8.3	7.1	-	10.0	16.7	50.0	10.0	-	-	-
GPC	3.1	-	4.2	7.1	-	10.0	-	-	-	-	-	-
KOOL	6.3	-	8.3	7.1	-	10.0	8.3	-	10.0	-	-	-
MARLBORO	28.1	12.5	33.3	35.7	25.0	40.0	33.3	-	40.0	-	-	-
MERIT	-	-	-	-	-	-	-	-	-	-	-	-
NEWPORT	3.1	12.5	-	-	-	-	8.3	50.0	-	-	-	-
PARLIAMENT	-	-	-	-	-	-	-	-	-	-	-	-
SALEM	-	-	-	-	-	-	-	-	-	-	-	-
VIRGINIA SLIMS	6.3	-	8.3	7.1	-	10.0	8.3	-	10.0	-	-	-
WINSTON	-	-	-	-	-	-	-	-	-	-	-	-
ANY PREMIUM BRAND COMBO	3.1	-	4.2	-	-	-	-	-	-	16.7	-	25.0
OTHER	9.4	-	12.5	-	-	-	16.7	-	20.0	16.7	-	25.0
NONE	18.8	12.5	20.8	7.1	-	10.0	25.0	-	30.0	33.3	50.0	25.0
NO GRAPHICS	-	-	-	-	-	-	-	-	-	-	-	-
NO CHECKOUT NUMBER 2	28.1	37.5	25.0	42.9	75.0	30.0	16.7	-	20.0	16.7	-	25.0
TEMPORARY POP MOST PROMINENT												
BASIC	-	-	-	-	-	-	-	-	-	-	-	-
BENSON & HEDGES	-	-	-	-	-	-	-	-	-	-	-	-
CAMEL	9.4	12.5	8.3	14.3	-	20.0	-	-	-	16.7	50.0	-
DORAL	6.3	12.5	4.2	-	-	-	16.7	50.0	10.0	-	-	-
GPC	-	-	-	-	-	-	-	-	-	-	-	-
KOOL	6.3	-	8.3	7.1	-	10.0	8.3	-	10.0	-	-	-
MARLBORO	21.9	12.5	25.0	28.6	25.0	30.0	25.0	-	30.0	-	-	-
MERIT	-	-	-	-	-	-	-	-	-	-	-	-
NEWPORT	3.1	12.5	-	-	-	-	8.3	50.0	-	-	-	-
PARLIAMENT	-	-	-	-	-	-	-	-	-	-	-	-
SALEM	-	-	-	-	-	-	-	-	-	-	-	-
VIRGINIA SLIMS	-	-	-	-	-	-	-	-	-	-	-	-
WINSTON	-	-	-	-	-	-	-	-	-	-	-	-
ANY PREMIUM BRAND COMBO	3.1	-	4.2	-	-	-	-	-	-	16.7	-	25.0
OTHER	3.1	-	4.2	-	-	-	-	-	-	16.7	-	25.0
NONE	18.8	12.5	20.8	7.1	-	10.0	25.0	-	30.0	33.3	50.0	25.0
NO GRAPHICS	-	-	-	-	-	-	-	-	-	-	-	-
NO CHECKOUT NUMBER 2	28.1	37.5	25.0	42.9	75.0	30.0	16.7	-	20.0	16.7	-	25.0
TEMPORARY POP - AVERAGE												
BASIC	1.00	-	1.00	1.00	-	1.00	1.00	-	1.00	-	-	-
BENSON & HEDGES	-	-	-	-	-	-	-	-	-	-	-	-
CAMEL	2.00	1.00	2.50	2.50	-	2.50	-	-	-	1.00	1.00	-
DORAL	1.00	1.00	1.00	1.00	-	1.00	1.00	1.00	1.00	-	-	-
GPC	1.00	-	1.00	1.00	-	1.00	-	-	-	-	-	-
KOOL	1.00	-	1.00	1.00	-	1.00	1.00	-	1.00	-	-	-
MARLBORO	1.11	1.00	1.13	1.20	1.00	1.25	1.00	-	1.00	-	-	-
MERIT	-	-	-	-	-	-	-	-	-	-	-	-
NEWPORT	1.00	1.00	-	-	-	-	1.00	1.00	-	-	-	-
PARLIAMENT	-	-	-	-	-	-	-	-	-	-	-	-
SALEM	-	-	-	-	-	-	-	-	-	-	-	-
VIRGINIA SLIMS	1.00	-	1.00	1.00	-	1.00	1.00	-	1.00	-	-	-
WINSTON	-	-	-	-	-	-	-	-	-	-	-	-
ANY PREMIUM BRAND COMBO	1.00	-	1.00	-	-	-	-	-	-	1.00	-	1.00
OTHER	1.33	-	1.33	-	-	-	1.50	-	1.50	1.00	-	1.00

SPAR/Burgoyne Retail Services, Inc.

2071838895

Source: https://www.industrydocuments.ucsf.edu/docs/lzjn0004

TABLE 19

PHILLIP MORRIS CIGARETTE POP CHECK

	ALL STORES			URBAN			SUBURBAN			RURAL		
	TOTAL	W/Gas	W/Gas	Total	W/Gas	W/Gas	Total	W/Gas	W/Gas	Total	W/Gas	W/Gas
BASE-TOTAL	279	86	193	120	43	77	101	24	77	58	19	39
CUSTOM POP FOR MARLBORO												
YES	9.0	10.5	8.3	9.2	7.0	10.4	8.9	12.5	7.8	8.6	15.8	5.1
NO	91.0	89.5	91.7	90.8	93.0	89.6	91.1	87.5	92.2	91.4	84.2	94.9
BASE-YES CUSTOM POP FOR MARLBORO	25	9	16	11	3	8	9	3	6	5	3	2
MEET MARLBORO GUIDELINES (RED ROOF...)												
YES	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO	-	-	-	-	-	-	-	-	-	-	-	-
BASE-TOTAL	279	86	193	120	43	77	101	24	77	58	19	39
CUSTOM POP FOR VIRGINIA SLIMS, MERIT, BENSEN AND HEDGES AND/OR PARLIAMENT												
YES	.7	1.2	.5	-	-	-	1.0	4.2	-	1.7	-	2.6
NO	99.3	98.8	99.5	100.0	100.0	100.0	99.0	95.8	100.0	98.3	100.0	97.4
CUSTOM POP FOR BASIC												
YES	4.3	2.3	5.2	6.7	-	10.4	2.0	4.2	1.3	3.4	5.3	2.6
NO	95.7	97.7	94.8	93.3	100.0	89.6	98.0	95.8	98.7	96.6	94.7	97.4
CLUTTERED WITH CIGARETTE POP - ENTRY												
YES	9.0	17.4	5.2	10.8	18.6	6.5	7.9	20.8	3.9	6.9	10.5	5.1
NO	91.0	82.6	94.8	89.2	81.4	93.5	92.1	79.2	96.1	93.1	89.5	94.9
CLUTTERED WITH CIGARETTE POP - CHECKOUT												
YES	8.6	15.1	5.7	11.7	20.9	6.5	5.9	12.5	3.9	6.9	5.3	7.7
NO	91.4	84.9	94.3	88.3	79.1	93.5	94.1	87.5	96.1	93.1	94.7	92.3
BASE-CLUTTERED AT ENTRY	25	15	10	13	8	5	8	5	3	4	2	2
MARLBORO STAND OUT												
YES	36.0	46.7	20.0	38.5	62.5	-	50.0	40.0	66.7	-	-	-
NO	60.0	46.7	80.0	61.5	37.5	100.0	50.0	60.0	33.3	75.0	50.0	100.0
NOT APPLICABLE	4.0	6.7	-	-	-	-	-	-	-	25.0	50.0	-
MARLBORO CONTRIBUTE												
YES	44.0	46.7	40.0	61.5	62.5	60.0	37.5	40.0	33.3	-	-	-
NO	52.0	46.7	60.0	38.5	37.5	40.0	62.5	60.0	66.7	75.0	50.0	100.0
NOT APPLICABLE	4.0	6.7	-	-	-	-	-	-	-	25.0	50.0	-
BASE-CLUTTERED AT CHECKOUT	24	13	11	14	9	5	6	3	3	4	1	3
MARLBORO STAND OUT												
YES	50.0	53.8	45.5	42.9	44.4	40.0	100.0	100.0	100.0	-	-	-
NO	41.7	38.5	45.5	50.0	44.4	60.0	-	-	-	75.0	100.0	66.7
NOT APPLICABLE	8.3	7.7	9.1	7.1	11.1	-	-	-	-	25.0	-	33.3
MARLBORO CONTRIBUTE												
YES	43.8	30.8	63.6	42.9	22.2	80.0	66.7	66.7	66.7	25.0	-	33.3
NO	54.2	69.2	36.4	57.1	77.8	20.0	33.3	33.3	33.3	75.0	100.0	66.7
NOT APPLICABLE	-	-	-	-	-	-	-	-	-	-	-	-

SPAR/Burgoyne Retail Services, Inc.

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TABLE 20

PHILLIP MORRIS CIGARETTE POP CHECK

	ALL STORES			URBAN			SUBURBAN			RURAL		
	TOTAL	N/Gas	W/Gas	Total	N/Gas	W/Gas	Total	N/Gas	W/Gas	Total	N/Gas	W/Gas
BASE-TOTAL	279	86	193	120	43	77	101	24	77	58	19	39
ANY OUTDATED MARLBORO PERMANENT POP - OTHER THAN OVERHEAD FIXTURE												
YES	15.8	24.4	11.9	20.0	32.6	13.0	13.9	29.2	9.1	10.3	-	15.4
NO	57.0	65.1	53.4	61.7	62.8	61.0	49.5	54.2	48.1	60.3	84.2	48.7
NOT APPLICABLE	27.2	10.5	34.7	18.3	4.7	26.0	36.6	16.7	42.9	29.3	15.8	35.9
MARLBORO OVERHEAD FIXTURE GRAPHIC CURRENT												
YES	28.7	32.6	26.9	30.0	37.2	26.0	24.8	25.0	24.7	32.8	31.6	33.3
NO	26.5	34.9	22.8	26.2	27.9	22.1	25.7	41.7	20.8	32.8	42.1	28.2
NOT APPLICABLE	44.8	32.6	50.3	43.8	34.9	51.9	49.5	33.3	54.5	34.5	26.3	38.5
ANY OUTDATED MARLBORO TEMPORARY POP												
YES	6.8	12.8	4.1	9.2	16.3	5.2	5.9	12.5	3.9	3.4	5.3	2.6
NO	42.3	40.7	43.0	41.7	39.5	42.9	35.6	25.0	39.0	55.2	63.2	51.3
NOT APPLICABLE	50.9	46.5	52.8	49.2	44.2	51.9	58.4	62.5	57.1	41.4	31.6	46.2
ANY MARLBORO POP APPEAR IN DISREPAIR												
YES	2.5	5.8	1.0	1.7	4.7	-	4.0	8.3	2.6	1.7	5.3	-
NO	79.2	79.1	79.3	83.3	86.0	81.8	72.3	70.8	72.7	82.8	73.7	87.2
NOT APPLICABLE	18.3	15.1	19.7	15.0	9.3	18.2	23.8	20.8	24.7	15.5	21.1	12.8
ANY BASIC POP APPEAR IN DISREPAIR												
YES	.4	-	.5	-	-	-	1.0	-	1.3	-	-	-
NO	45.2	44.2	45.6	46.7	46.5	46.8	41.6	54.2	37.7	48.3	26.3	59.0
NOT APPLICABLE	54.5	55.8	53.9	53.3	53.5	53.2	57.4	45.8	61.0	51.7	73.7	41.0
ANY BENSON & HEDGES, MERIT, PARLIAMENT, OR VIRGINIA SLIMS POP APPEAR DISREPAIR												
YES	.4	1.2	-	-	-	-	1.0	4.2	-	-	-	-
NO	36.9	36.0	37.3	40.8	48.8	36.4	31.7	29.2	32.5	37.9	15.8	48.7
NOT APPLICABLE	62.7	62.8	62.7	59.2	51.2	63.6	67.3	66.7	67.5	62.1	84.2	51.3
MARLBORO POP SPECIALTY PIECE INMOST PROMINENT POSITION												
YES	1.1	1.2	1.0	1.7	2.3	1.3	1.0	-	1.3	-	-	-
NO	21.5	25.6	19.7	33.3	39.5	29.9	13.9	12.5	14.3	10.3	10.5	10.3
NOT APPLICABLE	77.6	73.3	79.3	65.0	58.1	68.8	85.1	87.5	84.4	89.7	89.5	89.7

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TABLE 21

PHILLIP MORRIS CIGARETTE POP CHECK

	ALL STORES			URBAN			SUBURBAN			RURAL		
	TOTAL	W/Gas	W/Gas	Total	W/Gas	W/Gas	Total	W/Gas	W/Gas	Total	W/Gas	W/Gas
BASE-TOTAL	279	86	193	120	43	77	101	24	77	38	19	39
PERMANENT POP PRESENCE INSIDE												
BASIC	27.6	24.4	29.0	25.8	27.9	24.7	24.8	25.0	24.7	36.2	15.8	46.2
BENSON & HEDGES	7.9	3.5	9.8	2.5	2.3	2.6	8.9	4.2	10.4	17.2	5.3	23.1
CAMEL	30.8	36.0	28.5	30.0	37.2	26.0	28.7	33.3	27.3	36.2	36.8	35.9
DORAL	25.4	20.9	27.5	25.8	20.9	28.6	19.8	16.7	20.8	34.5	26.3	38.5
GPC	23.3	23.3	23.3	20.8	25.6	18.2	22.8	16.7	24.7	29.3	26.3	30.8
KOOL	21.5	29.1	18.1	20.0	34.9	11.7	18.8	25.0	16.9	29.3	21.1	33.3
MARLBORO	67.0	64.0	68.4	65.8	62.8	67.5	62.4	58.3	63.6	77.6	73.7	79.5
MERIT	7.5	7.0	7.8	8.3	9.3	7.8	7.9	8.3	7.8	5.2	-	7.7
NEWPORT	20.4	29.1	16.6	20.0	34.9	11.7	15.8	16.7	15.6	29.3	31.6	28.2
PARLIAMENT	1.8	1.2	2.1	-	-	-	3.0	4.2	2.6	3.4	-	5.1
SALEM	5.0	7.0	4.1	3.0	9.3	2.6	2.0	-	2.6	10.3	10.5	10.3
VIRGINIA SLIMS	10.4	8.1	11.4	5.0	7.0	3.9	9.9	12.5	9.1	22.4	5.3	30.8
WINSTON	35.1	33.7	35.8	32.5	34.9	31.2	31.7	25.0	33.8	46.6	42.1	48.7
ANY PREMIUM BRAND COMBO	7.2	7.0	7.3	7.5	11.6	5.2	5.0	-	6.5	10.3	5.3	12.8
OTHER	19.0	25.6	16.1	16.7	30.2	9.1	18.8	25.0	16.9	24.1	15.8	28.2
NONE	9.0	14.0	6.7	12.5	14.0	11.7	7.9	16.7	5.2	3.4	10.5	-
PERMANENT POP INSIDE - AVERAGE												
BASIC	1.17	1.19	1.16	1.16	1.25	1.11	1.20	1.17	1.21	1.14	1.00	1.17
BENSON & HEDGES	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00
CAMEL	1.87	2.55	1.49	2.11	2.88	1.50	1.66	1.75	1.62	1.76	2.71	1.29
DORAL	1.58	1.83	1.23	1.48	2.22	1.18	1.35	1.50	1.31	1.25	1.40	1.20
GPC	1.52	2.20	1.22	1.76	2.73	1.00	1.39	1.75	1.32	1.35	1.40	1.33
KOOL	1.50	2.00	1.14	1.71	2.13	1.00	1.21	1.33	1.15	1.33	2.50	1.23
MARLBORO	2.28	2.45	2.20	2.41	2.81	2.19	2.13	1.86	2.20	2.27	2.36	2.23
MERIT	1.10	1.17	1.07	1.20	1.25	1.17	1.00	1.00	1.00	1.00	-	1.00
NEWPORT	1.28	1.68	1.13	1.38	1.60	1.00	1.44	1.75	1.33	1.00	1.00	1.00
PARLIAMENT	1.00	1.00	1.00	-	-	-	1.00	1.00	1.00	1.00	-	1.00
SALEM	1.07	1.17	1.00	1.00	1.00	1.00	1.00	-	1.00	1.17	1.50	1.00
VIRGINIA SLIMS	1.07	1.00	1.09	1.00	1.00	1.00	1.20	1.00	1.29	1.00	1.00	1.00
WINSTON	1.50	1.68	1.51	1.66	1.60	1.50	1.72	1.83	1.69	1.30	1.38	1.26
ANY PREMIUM BRAND COMBO	1.20	1.00	1.29	1.00	1.00	1.00	1.00	-	1.00	1.67	1.00	1.80
OTHER	2.13	3.05	1.68	3.25	4.08	1.71	1.63	1.67	1.62	1.21	1.33	1.18
TEMPORARY POP PRESENCE INSIDE												
BASIC	13.6	19.8	10.9	14.2	23.3	9.1	12.9	20.8	10.4	13.8	10.5	15.6
BENSON & HEDGES	1.4	-	2.1	1.7	-	2.6	2.0	-	2.6	-	-	-
CAMEL	12.5	20.9	8.8	14.6	25.6	7.8	8.9	12.5	7.8	15.5	21.1	12.8
DORAL	11.1	17.4	8.5	13.3	23.3	7.8	8.9	16.7	6.5	10.3	5.3	12.8
GPC	8.2	10.5	7.3	11.7	14.0	10.4	5.0	4.2	5.2	6.9	10.5	5.1
KOOL	10.4	16.3	7.8	11.7	14.0	10.4	6.9	16.7	5.9	13.8	21.1	10.3
MARLBORO	26.5	32.6	23.8	29.2	37.2	24.7	25.7	33.3	23.4	22.4	21.1	23.1
MERIT	3.6	5.8	2.6	4.2	7.0	2.6	2.0	4.2	1.3	5.2	5.3	5.1
NEWPORT	4.7	10.5	2.1	5.0	9.3	2.6	5.0	16.7	1.3	3.4	5.3	2.6
PARLIAMENT	3.6	5.8	2.6	5.8	9.3	3.9	2.0	4.2	1.3	1.7	-	2.6
SALEM	1.8	3.5	1.0	-	2.3	-	2.0	4.2	1.3	3.4	5.3	2.6
VIRGINIA SLIMS	4.3	7.0	3.1	1.7	-	2.6	3.9	4.2	3.9	6.9	-	10.3
WINSTON	12.2	12.8	11.9	14.2	14.0	14.3	8.9	12.5	7.8	13.8	10.5	15.4
ANY PREMIUM BRAND COMBO	-	-	-	-	-	-	-	-	-	-	-	-
OTHER	15.8	29.1	9.8	15.8	32.6	6.5	14.9	29.2	10.4	17.2	21.1	15.4
NONE	50.9	36.0	57.5	48.3	25.6	61.0	53.5	37.5	58.4	51.7	57.9	48.7
TEMPORARY POP INSIDE - AVERAGE												
BASIC	1.11	1.06	1.14	1.12	1.10	1.14	1.15	1.00	1.25	1.00	1.00	1.00
BENSON & HEDGES	1.00	-	1.00	1.00	-	1.00	1.00	-	1.00	-	-	-
CAMEL	1.54	1.83	1.24	1.88	2.00	1.67	1.11	1.33	1.00	1.33	1.75	1.00
DORAL	1.13	1.13	1.13	1.06	1.10	1.00	1.33	1.25	1.40	1.00	1.00	1.00
GPC	1.35	1.42	1.29	1.36	1.50	1.25	1.20	1.00	1.25	1.50	1.50	1.50
KOOL	1.48	1.93	1.07	2.00	3.17	1.13	1.00	1.00	1.00	1.00	1.00	1.00
MARLBORO	1.53	1.43	1.59	1.63	1.56	1.68	1.38	1.00	1.56	1.54	1.75	1.44
MERIT	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00
NEWPORT	1.08	1.00	1.25	1.00	1.00	1.00	1.20	1.00	2.00	1.00	1.00	1.00
PARLIAMENT	1.10	1.20	1.08	1.14	1.25	1.00	1.00	1.00	1.00	1.00	-	1.00
SALEM	1.00	1.00	1.00	1.00	1.00	-	1.00	1.00	1.00	1.00	1.00	1.00
VIRGINIA SLIMS	1.08	1.00	1.09	1.00	-	1.00	1.17	1.00	1.20	1.00	-	1.00
WINSTON	1.18	1.36	1.09	1.29	1.67	1.09	1.00	1.00	1.00	1.13	1.00	1.17
ANY PREMIUM BRAND COMBO	-	-	-	-	-	-	-	-	-	-	-	-
OTHER	1.57	1.64	1.47	1.68	1.57	2.00	1.67	2.00	1.38	1.20	1.25	1.17

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